



END OF PROGRAM EVALUATION REPORT: TRANSPORT CONSUMER INFORMATION

Prepared for NSW DCCEEW Net
Zero Transport Team –
Transport Consumer
Information

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Clear Horizon

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Dictionary

Acronyms	Description
AADA	Australian Automotive Dealer Association
ACCU	Australian Carbon Credit Unit
ACT	Australian Capital Territory
AEVA	Australian Electric Vehicle Association
ANCAP	Australasian New Car Assessment Program
DCCEEW	Department of Climate Change, Energy, the Environment and Water
DFID	Department for International Development
DITRDCA	Department of Infrastructure, Transport, Regional Development, Communications and the Arts
EU	European Union
EV	Electric vehicle
GVG	Green Vehicle Guide
ICE	Internal combustion engine
ISDA	International Swaps and Derivatives Association
KEQ	Key evaluation question
MEL	Measurement, Evaluation and Learning

Acronyms	Description
MT	Million tonnes
NABERS	National Australian Built Environment Rating System
NRMA	National Roads and Motorists' Association
NSW	New South Wales
NZT	Net Zero Transport
PHEV	Plug-in Hybrid Electric Vehicle
PV	Photovoltaic
TCI	Transport Consumer Information
UK	United Kingdom
UTS	University of Technology Sydney
VEOS	Voluntary Vehicle Emissions Offsets Scheme
VESR	Vehicle Emissions Star Rating

EXECUTIVE SUMMARY

This document presents the draft report for the end-of-program evaluation of the Transport Consumer Information (TCI) suite of initiatives, a workstream of the Drive Electric NSW EV program (Drive Electric program). The evaluation was conducted between February and June 2025.

Commencing in 2021 with \$278 million funding, the Drive Electric program initially comprised four workstreams focused on low emissions and electric vehicles, to be delivered over a four-year period (2021/22 – 2024/25). In the June 2022 budget, two new workstreams for two EV charging programs were added, with funding of \$10 million each. One workstream is in scope for this end of program evaluation – the Transport Consumer Information workstream, which received \$4 million in funding under the Climate Change Fund 2021/22 to 2024/25.

TCI aimed to support the consideration and usage of lower emissions vehicles in NSW by delivering three key initiatives: a series of Drive Days events for public and fleet audiences to test drive and learn about electric vehicles (EVs); the Vehicle Emissions Star Rating (VESR) tool, which allows consumers to compare the annual costs and emissions of light passenger vehicles provides a range of related information resources; and the Voluntary Emissions Offsets Scheme (VEOS), which provides a platform for NSW light vehicle owners to offset their vehicle emissions during the registration process.

The purpose of this evaluation was to provide accountability as required under the Climate Change Fund; understand the TCI workstream's effectiveness and the extent to which it achieved its outcomes; and understand the extent to which TCI delivered value for money.

While this is considered an 'end-of-program' evaluation, most of the initiatives under the TCI workstream continue to be delivered beyond the official program end date as they are public services. To meaningfully understand contribution to outcomes, the evaluation has generally considered activities delivered after the official end date to be 'in scope' and has included the evidence relating to those activities.

Findings

This section uses the value for money domains (Economy, Efficiency, Effectiveness, and Equity) as its guiding structure. A rubric rating is provided for each domain or sub-domain.

Economy

Rating: Exceeds expectations

The rating reflects that TCI applied a rigorous, fit-for-purpose approach to the governance of expenditure; used well-considered, strategic procurement approaches to maximise economy for each initiative; and, that the initiatives were ultimately delivered within budget. Where there were additional costs for individual phases or activities, they were well justified and typically resulted in better outputs or outcomes.

While there may be opportunities to further increase economy by refining aspects of procurement, these reflect 'tweaks' rather than significant modifications, and do not significantly detract from the overall high rating for economy.

Efficiency

The efficiency assessment focused on three sub-domains: technical efficiency, which looks at the quality of outputs delivered; dynamic efficiency, which considers the extent to which the initiatives were adapted in response to lessons and contextual changes; and relational efficiency, which considers how well relationships and partnerships were leveraged to maximise outputs.

Technical efficiency

Rating: Exceeds expectations

The rating reflects that TCI delivered high-quality outputs across all its initiatives: Drive Day events are an effective engagement method supported by the available evidence from Australia and abroad; the VESR tool received several external design awards, recognising the high quality of the output developed; and the team has made considerable effort to ensure the offsets purchased through VEOS are of a high quality, going above and beyond the 'minimum standard' of purchasing ACCU accredited offsets.

Dynamic efficiency

Rating: Exceeds expectations

The rating reflects the team's clear commitment to adapting and improving the initiatives and their implementation as they learned about what worked and didn't, and in response to contextual changes.

Relational efficiency

Rating: Exceeds expectations

The rating reflects that the team has consistently engaged both broadly and deeply with a wide range of internal and external stakeholders. It has proactively and effectively leveraged partnerships and used collaborative mechanisms to add value, including interjurisdictional forums, cross-department panels, steering groups, and other governance structures. It regularly draws on intra- and inter-departmental relationships to promote initiatives and build awareness.

Effectiveness

The effectiveness assessment explores three aspects of effectiveness – outcomes, reach, and sustainability.

Outcomes

Rating: Meets expectations

It is challenging to assess TCI's effectiveness, largely because of the inherent difficulty in determining how information provision to a large and diffuse audience influences consumer purchasing decisions. Nonetheless, by examining the available evidence from within and beyond TCI the evaluation finds that:

- TCI has made a minor but direct contribution to the high-level goal of achieving net zero emissions, via the accredited offsets purchased through VEOS.
- VESR and Drive Days events are likely to have made indirect contributions to the goal of net zero emissions, however, many other policy responses across all levels of government, along with broad ranging macro and micro socio-cultural and economic shifts, are influencing progress towards net zero emissions, and will continue to do so.
- TCI is likely to have made some contribution to driving EV uptake among those who have engaged with VESR and Drive Days events. However, there are numerous external factors influencing EV uptake, including economic pressures, technological advancements, infrastructure distribution, geopolitical developments, and the increasing maturation of the EV market in Australia and globally.

Reach

Rating: Meets expectations

While reach is a critical challenge for government programs generally and when operating in an early-market context, the TCI team employed various strategies to good effect to maximise reach.

- The Drive Days team reached a range of cohorts by holding events in metropolitan and regional locations around NSW; leveraging partnerships with other departments, delivery partners, industry stakeholders, and others to promote events; and, by adapting the model to target fleet managers and others. The high value of engagement opportunities presented by Drive Days makes it likely that many participants would have discussed their experiences with their wider networks, extending reach beyond participants themselves.
- The marketing campaign for VESR has increased its reach, and the team is in advanced negotiations for third party integration, which can be expected to dramatically increase reach and influence. VESR also extends beyond NSW as a national resource, and has used the interjurisdictional forum and other channels to drive promotion and engagement in other states and territories.
- VEOS has a relatively low uptake compared to the number of people who own vehicles in NSW, and has had no marketing or communications campaign since it was launched; however, the fact that it is embedded into the registration process via Service NSW means there is significant potential for its reach to grow in future, should the team secure funding and approval for a marketing campaign.

Sustainability

Rating: Exceeds expectations

The rating reflects that the key initiatives of TCI continue to be delivered and utilised almost a year after the program's official end date, with strong indications that this will continue. However, the lack of an approved budget for current and future delivery poses a threat to sustainability.

Recommendations

The evaluation provides a series of recommendations divided into four groups: a group providing overall recommendations for TCI, and one for each of the key initiatives.

Overall

The evaluation recommends that:

1. The NZT team seeks to update its evidence and understanding of current consumer sentiment towards EVs in NSW, including the key concerns, interests, and trends that are influencing purchasing decisions in the current market and how these are expected to evolve between now and 2030.
2. The NZT team continues to tailor its communications and information resources in response to changing needs and priorities, informed by the analyses described in the previous recommendation. This will help to ensure TCI initiatives can continue to address the most prevalent and influential concerns, respond to opportunities, and combat persistent myths and misinformation, and would build on the experience from the recent VESR marketing campaign.
3. The team explores and pursues opportunities to improve equity outcomes across the initiatives, including by providing information in languages other than English and considering disability inclusion in relation to the vehicles available for test driving.

4. The NZT team sets targets for reach and engagement for VESR, VEOS, and any future Drive Days events.
5. Any future initiatives or programs set targets during the design and development phase wherever feasible and appropriate, to support meaningful measurement and evaluation.

Drive Days

Understanding that Drive Days events may continue to be delivered into the future, the evaluation surfaced a number of suggestions for how to enhance data collection and delivery, as well as opportunities to maximise economy through the procurement process, increase reach, and plan for the future. The evaluation recommends that:

6. The NZT team works with providers to ensure that any future events capture complete participation data, including all attendees as well as those who registered to test drive a vehicle.
7. Future events survey attendees who attended but did not register to test drive a vehicle, as well as those who did.
8. The event provider conducts ex-post surveys at specific intervals following the events to explore questions such as whether participants have since purchased an EV and what has influenced their decision making.
9. The NZT team develops a process to identify when a Drive Days participant subsequently applies to the Fleet Incentives program, and to determine whether their Drive Days participation influenced their decision to apply.
10. The NZT team explore options to enhance or update how Drive Days are delivered to ensure they continue to meet participants' needs as the market matures, for example by enabling longer test drives and preferencing controlled circuit venues; expanding the range of vehicles available to test drive; providing targeted information sessions on various topics at each event; and selecting venues close to public charger locations.
11. The NZT team explore strategies for attracting more people and a more diverse demographic to events – for example, by providing incentives such as free coffee, and tailoring marketing strategies to reach different demographics.
12. The NZT team explore options to further tailor the fleet event model to cater to different levels of knowledge and experience, acknowledging that fleet managers' information needs can vary significantly depending on whether they have previously worked with EVs or not.
13. Investigate the business case for DCCEEW continuing to deliver Drive Days events across all types and locations, and develop an 'exit strategy' that clarifies the indicators that would suggest DCCEEW no longer needs to deliver Drive Days, and the most valuable role DCCEEW can play going forward.

VESR

Most of the recommendations relating to VESR focus on possible enhancements to the platform to ensure it continues to meet the needs of consumers and fulfills its potential to influence purchasing decisions. Industry experts and internal and external stakeholders suggested several options for enhancing VESR's ability to meet these needs, which have informed the recommendations that the NZT team:

14. Consider increasing VESR's ability to provide tailored information about comparative costs and environmental performance, for example by enabling users to input more detailed information

about their charging situation, such as access to a home charging point, as well as information about their electricity tariff and presence of any solar panels or other renewable energy technology.

15. Consider providing information about the availability of public or commercial charging infrastructure at the point of comparison, tailored to the user's location – for example, by linking to or integrating with external apps or websites providing this type of information. This recommendation notes that the VESR Resource page already provides general information about charging.
16. Build on the experience through the recent VESR marketing campaign to continue providing targeted information via the VESR Resource page, informed by and responding to consumer feedback and changes in the external context.

To deepen the evidence base and inform future program and policy decisions, the evaluation also recommends that the NZT team:

17. Consider commissioning a study to determine the extent to which using VESR's comparison tool and engaging with the website influences purchasing decisions. Such a study would likely require academic involvement to ensure a rigorous and appropriate design and methodology.

VEOS

While VEOS's potential reach and influence is significant given it is embedded into the NSW registration process, most customers to date have not engaged with or used VEOS. Should DCCEE wish to increase engagement with VEOS in future, the evaluation recommends that it:

18. Deliver a targeted marketing campaign to publicise VEOS, raising awareness that it exists, how it works, that it is trustworthy, and its role in reducing emissions.
19. Seek to obtain more detailed data about VEOS users from Service NSW, including demographic data, to enable analysis of who is using the scheme, what types of vehicles they are offsetting, and how much different cohorts typically spend. This type of information can then inform marketing and communication strategies in the future, and may identify opportunities to modify or enhance the VEOS platform.

The evaluation also found that VEOS is unlikely to have made a significant contribution to increasing consumers' understanding of relative vehicle environmental performance. Should the NZT team seek to pursue such opportunities, the evaluation recommends that it:

20. Consider building in the ability for the VEOS platform to suggest a specific financial contribution amount based on the type and age of the vehicle being registered, to reflect and educate about relative environmental performance. Interviewees suggested that this should be achievable via integration with the data underpinning VESR.

1. INTRODUCTION

This document presents the draft report for the end-of-program evaluation of the Transport Consumer Information (TCI) suite of initiatives, a workstream of the Drive Electric NSW EV program (Drive Electric program). The evaluation was conducted between February and June 2025.

1.1. About the Drive Electric NSW EV program

The Drive Electric program aims to reduce vehicle emissions across NSW by supporting the transition of passenger and light commercial vehicles to electric. The program is part of the NSW Electrical Vehicle Strategy, which has a number of actions to promote the adoption of electric vehicles (EVs) in the state. It is also an integral part of the Net Zero Plan Stage 1: 2020 – 2023, which sets out the NSW Government's commitment and plan to reach net zero emissions by 2050.

Commencing in 2021 with \$278 million funding, the programs initially comprised four workstreams focused on low emissions and electric vehicles, to be delivered over a four-year period (2021/22 – 2024/25). In the June 2022 budget, two new workstreams for two EV charging programs were added, with funding of \$10 million each. The Drive Electric program logic (Appendix E) shows how the various workstreams are intended to contribute towards the program's intended outcomes.

One workstream is in scope for this end of program evaluation – the Transport Consumer Information workstream, which received \$4 million in funding under the Climate Change Fund 2021/22 to 2024/25.

1.2. About the TCI workstream

The initiatives under the TCI stream are intended to support the consideration and usage of lower emissions vehicles in NSW. They offer credible independent information, resources, and tools which empower customers to make informed decisions about their current and future vehicle choices. TCI has delivered three key initiatives:

- **Drive Days** – In partnership with the NRMA, TCI delivered a program of EV test drive events across regional and metro NSW.
- **VESR** – TCI developed and launched the Vehicle Emissions Star Rating (VESR) tool in March 2024 (vesr.gov.au), which provides a CO₂ emission light passenger vehicle comparison for all vehicles sold on the Australian market since 2004 and a range of related information resources. This tool is available to the public in all states and territories across Australia.
- **VEOS** – TCI developed and launched a voluntary vehicle emissions offsets scheme in January 2023, which is embedded into the vehicle registration process administered by Service NSW.

While TCI also has a role in providing ad hoc information through other channels, this evaluation focuses on the above initiatives (referred to throughout this report as the 'key initiatives'), as they have been the primary enduring initiatives over the life of the TCI workstream to date.

1.3. About the evaluation

1.3.1. Purpose of the evaluation

The purpose of this TCI end-of-program evaluation is to:

- Provide accountability as required under the CCF
- Understand the TCI workstream’s effectiveness and the extent to which it achieved its outcomes
- Understand the extent to which TCI delivered value for money

While this is considered an ‘end-of-program’ evaluation, most of the initiatives under the TCI workstream continue to be delivered beyond the official program end date as they are public services. To meaningfully understand contribution to outcomes, the evaluation has generally considered activities delivered after the official end date to be in scope, and includes the evidence relating to those activities. The exception is where the evaluation has assessed whether the workstream was delivered within budget – here we have only considered the activities and expenditure up to the original program end date. This is primarily because the team is still awaiting approval for its current and ongoing budget.

1.3.2. Key evaluation questions

The evaluation sought to address a set of Key Evaluation Questions (KEQs), which were derived from the Drive Electric program’s MEL plan and tailored to reflect the scope and focus of the TCI workstream. The first question is about outcomes and the second is about value for money.

To assess value for money the evaluation used an approach called the 4Es (see section 1.4.2). This approach assesses several components including effectiveness, which looks at the extent to which outcomes have been achieved; as such, the value for money assessment ultimately encompasses both KEQs 1 and 2. The findings have therefore been structured against the value-for-money components, with the outcome findings relating to KEQ1 presented under the ‘effectiveness’ section.

Table 1 presents the KEQs and sub-questions and shows where each is addressed within this report.

Table 1. Key evaluation questions

KEQ	Sub-KEQ (if applicable)	Addressed under
1. To what extent did the program achieve its planned outcomes? <i>(Effectiveness)</i>	a. What contribution has the program made to the achievement of net zero emissions by 2050?	2.3 Effectiveness
	b. To what extent did the program drive uptake of, or investment in, electric vehicles?	2.3 Effectiveness
	c. To what extent did the program contribute to a reduction in range anxiety?	2.3 Effectiveness
	d. To what extent did the program target and reach regional NSW? <i>(Equity)</i>	2.4 Equity
	e. What, if any, were the unanticipated outcomes of the program (positive and negative)?	2.3 Effectiveness
2. To what extent did the program provide value for money? <i>(Cost-effectiveness)</i>		2.1 Economy 2.2 Efficiency 2.3 Effectiveness 2.4 Equity

1.4. Evaluation approach

The evaluation used a mixed-methods and participatory approach to explore TCI's effectiveness, contribution to outcomes, and value for money. It conducted internal and external stakeholder interviews, a review of key program documents, and a literature review to surface insights and answer the KEQs (section 1.3.2). A collaborative sensemaking process was then undertaken with the program team and selected internal stakeholders, to test preliminary findings and co-develop recommendations via two online workshops. While not their primary purpose, these workshops also provided opportunities for additional data collection from internal stakeholders.

As described in the Limitations section, there are inherent challenges involved in assessing the effectiveness of information-based programs with general audiences. In particular, it is very difficult to categorically determine the extent to which these types of initiatives have resulted in, or contributed to, tangible change. The evaluation drew on a method called the 'What Else test' to address this challenge (see 1.4.1).

The evaluation was designed and conducted in accordance with the Australian Evaluation Society (2013)'s Code of Ethics and Guidelines for the Ethical Conduct of Evaluations.

1.4.1. What Else test

It is difficult to accurately assess the extent to which TCI activities have resulted in the achievement of outcomes, and to separate TCI's influence from the many external factors. This is an inherent challenge for programs that focus on information provision to diffuse audiences and where the external context is changing rapidly. There are several approaches used when it is not feasible to assess attribution with experimental methods (as in this case), including John Mayne's approach to contribution analysis, and Michael Scriven's General Elimination Methodology (GEM).

In this case, the evaluators judged that a full contribution analysis would not be appropriate – in our experience, contribution analysis is most valuable when there is clear, conclusive evidence that outcomes have been achieved, and the primary task is to determine whether or to what extent an initiative's activities contributed to those outcomes. For this evaluation, the extent to which high level outcomes had been achieved was not sufficiently known at the outset, and the limitations described in Section 1.4.4 meant this was unlikely to be established with a sufficient degree of confidence to justify a full contribution analysis.

The evaluators opted instead to use a practical approach called the What Else test, which draws on GEM. GEM is a theory-driven qualitative evaluation process that strengthens causal reasoning by systematically:

- Listing all plausible causes for an observed effect ('list of suspects')
- Assessing necessary conditions for each possible cause
- Eliminating rival explanations through empirical evidence and deductive reasoning
- Arriving at the 'best explanation' by exclusion, similar to detective work (Scriven, 2008).

GEM emphasises the importance of considering contextual factors and rival explanations. Unlike randomised controlled trials, for example, which require strict experimental controls, GEM leverages qualitative evidence and stakeholder input to rule out alternatives. Scriven (2008) asserts that GEM's logic underpins all sound scientific and evaluative practice and is present – often subconsciously – even within experimental designs.

The What Else test draws on the GEM approach, applying six steps (Figure 1) to explore an initiative's likely contribution to intended outcomes. While the What Else test was originally developed with non-evaluators in mind, it has since been applied and refined by evaluation practitioners and has become part of Clear Horizon's evaluation toolkit. Aspects of the What Else test were used to explore the likelihood that TCI's intended outcomes were achieved, as well as TCI's likely contribution towards them.



Figure 1. The What Else test

Note that the evaluation did not adhere rigidly to the above steps – rather, it focused on those that aligned well with the KEQs and the nature of the intended outcomes. In practice, this meant that less effort was spent establishing whether the relevant outcomes happened elsewhere and whether others were working towards the outcomes – those questions were seen as less relevant because the overarching outcomes were set for the entire Drive Electric program, and included some that are not expected to be realised until several years in the future.

Data sourced from interviews, including interviews with industry and policy experts, were combined with existing program data and a literature review to inform each step, as plotted below in Table 2.

Table 2. Data source by What Else Test step

Step	Data source		
	Existing program data	Literature review	Stakeholder interviews
1. Outcome	✓	✓	✓
2. Our activity	✓		✓
3. Context		✓	✓
4. Others' activity		✓	✓
5. Informant views			✓

Data collection methods are detailed further in section 1.4.3.

1.4.2. Evaluating Value for Money

Value for money (VFM) assesses resource use – that is, whether the resources used to deliver a program contributed to positive outcomes. In Clear Horizon’s experience, the dominant positivist approaches to assessing VFM, such as cost-benefit analysis (CBA), do not always deal effectively with complexity or the challenges of evaluating emergent or uncertain outcomes (Peterson, In press). Other similar approaches, such as cost-effectiveness analysis and cost-utility analysis, compare multiple interventions – or a ‘control’ – against specific benefits, and are widely used in the health sector.

These methods can certainly provide useful information on costs and (monetisable) benefits, but it is important to note that CBA still requires subjective judgements in its application (King & Hurrell, 2024). These judgements include the benefits and costs that are relevant and feasible to include, the time horizon to calculate the benefits, the discount rate, approaches to monetary valuation, and how the CBA is interpreted (King & Hurrell, 2024). Therefore, it is helpful to see these economic methods as part of a broader set of approaches we can use to investigate VFM in a rigorous way. In this instance, more traditional economic methods were not suitable for this evaluation given that the likely benefits of TCI were almost impossible to quantify adequately; it would not be possible to establish control or comparative interventions; and, even if they had been suitable methodologically, the evaluation budget and timeframe would not have accommodated such approaches.

Instead, this evaluation used a rubric-based approach that brings together multiple lines of evidence to guide transparent judgements using evaluative reasoning (King, 2019). This approach has been demonstrated to be a rigorous way to judge the VFM of more complex initiatives (Peterson, 2022; King & Hurrell, 2024) because it can incorporate different types of value (including process value, i.e., the value of how TCI did things rather than only the costs and consequences), be sensitive to context, use a range of evidence, and promote transparency for stakeholders to see how VFM judgements were made.

The rubrics drew on the ‘4Es’ framework, which is derived from the UK Department of International Development’s approach to assessing value for money (DFID, 2011). The 4Es approach considers a program in terms of four domains: economy, efficiency, effectiveness, and equity, which together comprise the program’s cost effectiveness. In applying the 4E framework to the program, this evaluation defines the four domains as shown in Figure 2.

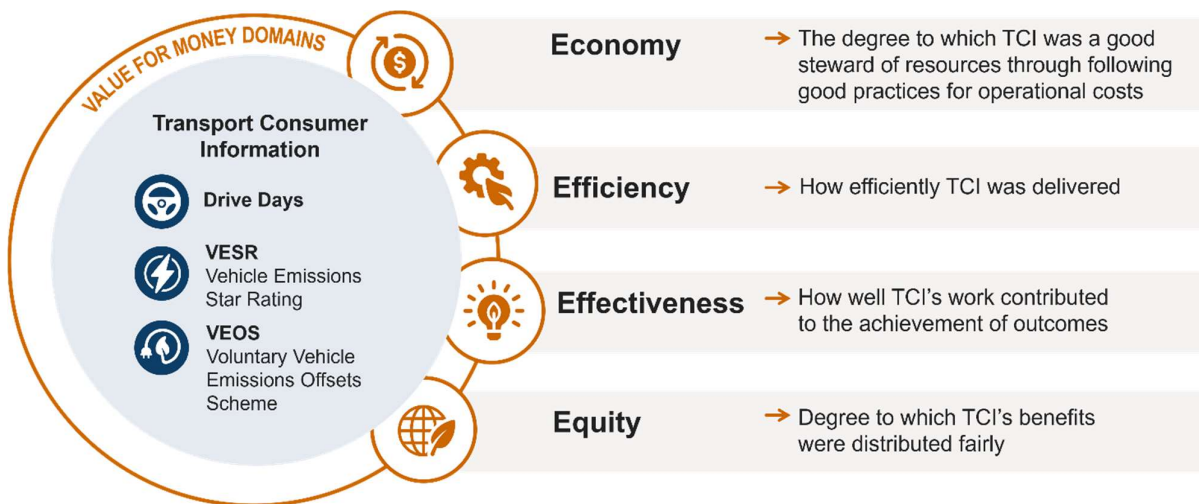


Figure 2. Value for Money domains

The rubrics set out standards of performance for each of the domains, under the categories of 'Below Expectations', 'Meets Expectations', and 'Exceeds Expectations'.



The full rubrics are included at Appendix A.

The evaluators made the decision to exclude some factors which were outside the program team's control or direct influence from the rubric ratings. Understanding the role of context is critical in evaluation, and the influence and implications of factors such as departmental policies and budget decisions have been noted within the findings. However, when rating the program's performance against the rubric criteria, the evaluators judged it fair and reasonable to rate the program's performance within the given context, rather than to rate the context itself. This decision was communicated to the program team and DCCEEW stakeholders within the sensemaking workshop and throughout the report review process, to ensure transparency and provide opportunities for comment.

1.4.3. Data collection and analysis

This evaluation drew on the following data sources:

- A comprehensive **document review** comprising program details and data from all stages of TCI, including recent website traffic data for VESR, offsets purchase data for VEOS, and event data for Drive Days, as well as documents relating to design, expenditure, governance, program processes, and the mid-term evaluation report for TCI.
- A **literature review** encompassing relevant external evidence to inform the What Else test, including consumer sentiment data, EV ownership survey findings, and other academic or 'grey' literature that was useful for assessing TCI's contribution to outcomes. The literature began by identifying a set of questions to answer (Appendix D); evaluators then scanned the existing documents provided for the document review for relevant information before conducting a wider web-based search, focusing primarily on journals and academic material and canvassing grey literature and other documents where useful
- Semi-structured **interviews** with internal and external stakeholders, including members of the program team and other internal teams, delivery partners, and independent experts, to provide in-depth qualitative evidence relevant to the KEQs and to inform the What Else test.

These sources are summarised in Table 3. Note that the literature review sources are cited throughout using the APA (sixth edition) format.

Table 3. Summary of data sources

Data source	No. of data points	Cited as
Document review	69	DOC#
TCI team interviews	6	PT#
Other internal stakeholder interviews	2	OI#
External interviews	5	EXT#

The evaluators worked with the program team to identify suitable internal and external stakeholder interviewees, and added independent experts to provide contextual information and expert views as part of the What Else test. Stakeholder interviewees were selected based on their knowledge of and involvement with the program and its initiatives, and to ensure adequate coverage of each key initiative. Independent experts were selected based on the depth and breadth of their knowledge about the electric vehicle industry and market. Overall, the evaluators sought to balance program knowledge and experience with independent expertise, to support triangulation and validation of data.

Participants were contacted by the TCI program manager in the first instance to introduce Clear Horizon; the evaluators then followed up by email to provide further information and book interviews. Interviews were conducted by video conference and recorded. At the beginning of each interview the interviewer explained the purpose of the evaluation, the purpose of the interview, how privacy and confidentiality would be protected, and how data would be managed, stored and reported on. The interviewer then checked that the participant understood and consented to proceed. This consent was recorded verbally.

Interview recordings were professionally transcribed verbatim by a third-party provider.

Note that primary data collection was not conducted with program participants or end users, as this was determined by the client to be outside the scope (as described in the Limitations section 1.4.4). However, secondary data was available for Drive Days participants, who completed surveys administered by the Drive Days service provider; this was assessed as part of the document review.

Qualitative data was clustered and grouped into themes against the KEQs using a primarily inductive approach to coding. Quantitative data was summarised in tables and graphs using Excel.

The evaluation team used rubrics to inform judgements against the four value-for-money criteria (economy, efficiency, effectiveness and efficacy). Evidence tables were used to support analysis and synthesis of coded documentary and qualitative data, and finding statements were developed using inductive reasoning. Following preliminary data analysis, an online sensemaking workshop was held with members of the program team and other internal stakeholders. The workshop provided participants with an opportunity to validate and share their interpretation of the data, and for the evaluators to test key findings. Note that the What Else test was not complete by the time of the workshop, and as such a rubric rating for 'outcomes' was not given at that point. Where additional insights were surfaced during the sensemaking workshop, these have been cited as SMW.

1.4.4. Limitations

It is typical for evaluations to be constrained by limitations. It is important to identify these and acknowledge any implications for the comprehensiveness and rigour of the evaluation. The findings of this evaluation should be considered in the context of the following limitations:

- There are inherent challenges involved in assessing the effectiveness of information-based programs with diffuse or general audiences. Specifically, it is very difficult to categorically determine the extent to which the provision of information has resulted in, or contributed to, tangible change. The evaluation used a method called the 'What Else test' to help address this challenge (see 1.4.1), and used rubrics to make the criteria for evaluative assessments explicit.
- In accordance with the scope set out in the Request for Quote and evaluation planning phase, this evaluation did not collect new data directly from end users to explore their experiences with, or perspectives on, the TCI initiatives. Rather, it reviewed the available existing data including Drive Days participant surveys and engagement data for the VESR and VEOS websites, and triangulated this against interviews with internal and external stakeholders and industry experts along with a

review of the wider literature. We note that a study of end user perspectives may be an appropriate action for DCCEEW to undertake or commission in future; this would require careful design and resourcing and would benefit from academic involvement.

- The evaluation included interviews with key members of the program team, other internal stakeholders, external delivery partners, and external industry experts. Interviews were designed to explore the perspectives of those with relevant knowledge and experience of the program and/or its context, including interviewees who were involved with or close to the program and others who were relatively impartial. While the interview sample size and composition were appropriate for the evaluation's purpose and scope, there are inherent limitations regarding the extent to which interviewees' views can be generalised or seen to reflect broader views or experiences. To address this, the evaluation team triangulated interview evidence against the available documentary evidence and wider literature review and used a sensemaking workshop to test preliminary findings.
- Pre and post event surveys were a key source of evidence for Drive Days, however a full set of surveys was not available for every event.

2. FINDINGS

This section uses the value-for-money domains as its guiding structure, rather than the KEQs. This is because the first KEQ focuses on effectiveness, which is one domain of the value-for-money assessment and can therefore be incorporated into the second KEQ.

Figure 3 below shows a summary of the ratings against each domain.



Figure 3. Overall rubric ratings

In the following sections, the rating for each domain is accompanied by a description of the supporting evidence and findings.

A contribution claim is included under the 'effectiveness' section, to summarise the evaluation's finding about the contribution TCI has made to the overarching intended outcomes.

2.1. ECONOMY



The evaluation has rated TCI as ‘exceeds expectations’ for economy.

This reflects:

- A rigorous, fit-for-purpose approach to the governance of expenditure
- The use of strategic procurement approaches to maximise economy for each initiative under TCI
- That the initiatives were ultimately delivered within budget. Where there were additional costs for individual phases or activities, they were well justified and typically resulted in better outputs or outcomes
- While there may be opportunities to further increase economy by refining aspects of procurement, these reflect ‘tweaks’ rather than significant modifications, and do not significantly detract from the overall high rating for economy.

2.1.1. Evidence supporting the rating

The economy assessment looks at the extent to which the TCI workstream was a good steward of resources by following good practices for operational costs.

The evidence demonstrates that TCI established and applied exemplary practices to ensure strong, effective governance of expenditure, and took a considered and strategic approach to maximising economy through procurement. The workstream was ultimately delivered within budget for the original funded program period (noting that TCI’s initiatives continue to be delivered beyond this period, and that a new operating budget has not yet been approved).

The evidence supporting the economy rating is discussed below.

2.1.1.1. Operating costs

Drive Days

Drive Days events were delivered at a cost of \$85 per drive (DOC59), based on total budget spent by total number of test drives. Note that the per drive figure only relates to those who registered to test drive a vehicle, meaning the cost per attendee would be lower; however, as attendees who did not register for a test-drive were not counted in participation statistics this figure cannot be calculated. While this cost-per-drive figure is high compared to the ongoing costs per engagement for VESR and VEOS (see below), it represents a very high-value form of engagement given the importance of tangible experience and tailored information among the factors likely to motivate EV uptake (Dini & Washington, 2015; McCarthy, Jarvis, & Grainger, 2025; Pamidimukkala, Kemanshachi, Rosenberger, & Hladik, 2024; Peters & Dutschke, 2024).

VESR

VESR's marketing campaign began with burst one in late January 2025 and is expected to run for six months (noting that the second of two bursts is still underway at the time of reporting). It was delivered at an overall cost of \$134,965 (DOC49) and the first burst achieved an average cost per link click of \$0.83. Given that it significantly increased traffic to and engagement with the site (see Reach section 2.3.2), this can be considered an economical outcome.

Additionally, the marketing campaign provided an opportunity to monitor social media comments and engagement to learn about which issues are important to consumers. The team then used these insights to plan or develop targeted communications materials for VESR's resources page. Given the importance of third-party integration as a means for dramatically increasing consumer engagement with VESR, and the value of feedback generated through the marketing campaign (discussed elsewhere), the evaluation finds that the cost of the marketing campaign was likely to have been justified.

VEOS

The ongoing operating costs for VEOS are relatively low now that the tool is embedded into Service NSW's registration process. For the 2023/24 financial year, the costs of the VEOS initiative were (DOC70):

- \$915 in brokerage fees (for offset purchases)
- \$395 in fees payable to Service NSW for operating the website
- \$3,440 for DCCEEW staff costs.

Assuming the figures remain relatively stable each year, this equates to an annual cost of \$4,750, or \$395.83 per month. Over the 27 months for which usage and customer data is available, this equals a total of \$10,687.41. Given the VEOS home page received 25,212 views by 20,312 users (DOC30), and 10,289 customers bought offsets for a total value of \$385,870 over the same period (DOC31), this results in:

- a cost per view of \$0.42
- a cost per user of \$0.53
- a cost per customer of \$1.04
- a cost per dollar spent (by customers) of \$0.03.

It is not possible to compare these figures meaningfully to a standard or benchmark because of the unique nature of VEOS; however, based on the above figures VEOS has achieved a net profit margin of 97.2% over the period of operation to date, which would generally be considered a very good result.

2.1.1.2. Governance of expenditure

There are several key examples of where the team applied rigorous oversight to expenditure, both in general and for specific initiatives.

The team developed and followed procurement strategies to guide purchasing approaches; sought and received advice from DCCEEW's Procurement Business Partner as needed, including proactively seeking a probity review to ensure that their procurement approaches were appropriate given some aspects of TCI were innovative and did not have a precedent within the NSW government; and, is currently establishing an interdepartmental panel to oversee and advise on offset purchases. These examples reflect a clear commitment to making good use of public funds, which was further evident

through interviews with the TCI team and other stakeholders. It is also supported by the findings of the mid-term evaluation (DOC01), which found the team had applied a sound risk management approach to identify and manage risks associated with procurement.

Overall, the examples above demonstrate that the team not only follows required processes for governing expenditure but has proactively established mechanisms and approaches that go beyond requirements. This reflects the team's commitment to making good use of public funds.

2.1.1.3. Maximising procurement outcomes

There are numerous examples of how the team used procurement processes to maximise economy across the various initiatives.

One strategy employed across the initiatives was to seek out providers who were willing to offer additional value because they recognised the initiatives' alignment with their own values or business models, and/or who were uniquely placed to provide high quality services. For example, in selecting a service provider to deliver Drive Days events, the team considered factors such as the strong alignment between TCI's aims and the successful tenderer's own objectives and business model; the high level of public trust in the successful tenderer; its extensive networks and reach; and previous experience demonstrating that it could deliver high quality events.

Similarly, the broker selected to procure carbon offsets under VEOS was seen to provide the best value and had demonstrated that it strongly supported the VEOS initiative's aims, and the company commissioned to deliver ongoing data quality services for VESR demonstrated commitment to a high-quality output and outcomes from the early stages of the project.

[The selected ACCUs broker] was the best of a few that came to offer their services, and it's because they believed in what the New South Wales government was doing so the fees were very reasonable ... (INT01)

For VEOS, the relatively small volume of carbon offsets being purchased limits the ability to maximise economy, as the cost per offset unit is higher for smaller purchases. The team has devised strategies to mitigate this, including working with a values-aligned supplier (as described above), locking in price surety as much as possible, monitoring market changes, and putting the brokerage contract to market regularly. These and other examples demonstrate the team's proactive, considered approach to establishing procurement approaches that minimise input costs where possible while maximising output quality.

The evaluation notes that while the procurement process for the contract to deliver Drive Days events was generally seen to have achieved economical outcomes, several interviewees suggested that it may be possible to increase economy further by making the tendering process more competitive – for example, by opening it to more tenderers. However, this was balanced against a view that the procurement process focused on achieving a high-quality outcome based on lessons from previous experiences, rather than simply seeking the cheapest quote.

One interviewee also suggested that executing the procurement process even further in advance might provide some potential to reduce venue hire and other costs for Drive Days, however this was considered unlikely to yield significant savings as the process was already planned well in advance, and the service provider had taken care to secure venues and other inputs at the lowest possible costs, given the required quality and quantity.

Several interviewees did note that the Departmental requirement to engage the in-house Digital Experience Solutions team for website development may have affected economy, however there were differing views about the extent and nature of any such impact. Some felt it would be more economical to engage external providers, while another interviewee expected that the in-house team's corporate knowledge would have resulted in efficiencies. The evaluation does not make a judgement as to the appropriateness or likely impact of this requirement, and because it is outside of the TCI team's control it has not influenced the economy rating.

2.1.1.4. Adherence to budget and timelines

The initial approved budget allocation for TCI was \$4 million, and the total actual spend was \$3.7 million (DOC56).

While specific phases or activities were delayed at times or required additional expenditure compared to initial projections, these delays and costs were generally either out of the program's control, or well justified. For example, the decision to embed VEOS into the registration process resulted in delays and additional costs, however these were justified by the value of incorporating VEOS into Service NSW's standard registration process in terms of potential reach and ongoing viability. This view was supported by multiple interviewees.

Similarly, the delays involved in developing and launching VESR appear to have been justified by the very high-quality output or were outside the TCI team's control. For example, the team spent additional time and effort trying to improve aspects of the site's design, which is clearly justified given the very high-quality output which won awards for design (see section 2.2.1.1). However, one interviewee noted that there may have been opportunities to reduce the occurrence and extent of such delays by doing further consultation around web development within the planning phase. Delays were also linked to high staff turnover throughout the life of TCI and the broader Drive Electric program, and to external requirements such as requests from the Minister's office.

2.2. EFFICIENCY

The efficiency assessment is broken down into three separate components:

- **Technical efficiency**, which is about maximising outputs and looks at the quality and quantity of milestones and outputs (focusing in this case on quality rather than quantity).
- **Dynamic efficiency**, which is about iterating the approach in response to what is learned, or adapting to changes in the external context.
- **Relational efficiency**, which is about using relationships and collaboration to maximise outputs.

The subsections below present the rubric ratings and supporting evidence for each of the above components.

The evaluation notes that there were several factors that most likely influenced efficiency to some degree, but which were outside the TCI team's control and therefore have not affected the efficiency ratings. These were:

- Staff turnover throughout the life of the program was generally thought to have reduced efficiency, as program knowledge was lost when staff left the team and time and effort was then spent onboarding new staff.
- TCI services have continued after the original program end date. This is appropriate given the ongoing nature of these initiatives; however, as a new program budget has not yet been approved the team has needed to 'borrow' funds from other programs in the interim. This requires significant time and effort from members of the program team, compared to when the budget is readily available. This also has implications for Sustainability, as discussed in that section.

2.2.1. Technical efficiency



TCI was rated as 'exceeds expectations' for technical efficiency.

This reflects that TCI delivered high-quality outputs across all its initiatives.

- Drive Day events are an effective engagement method supported by the available evidence from Australia and abroad. While they are more expensive to deliver than more passive engagement methods, this cost is justified by their potential for high quality engagement.
- The VESR tool received several external design awards, recognising the high quality of the output developed.
- The team has made considerable effort to ensure the offsets purchased through VEOS are of a high quality, going above and beyond the 'minimum standard' of purchasing ACCU accredited offsets.

The evaluation notes that the most recent State of Electric Vehicles report (Electric Vehicle Council, 2024) gave NSW a rating of 100% in the category of ‘education and awareness initiatives’ on its Light Vehicles Scorecard, and 75% for the same category on the ‘Trucks & Vans’ scorecard – higher than for any other jurisdiction. While the report does not specifically name TCI or its components, given these are the key NSW Government mechanisms for educating and raising the awareness of NSW consumers in relation to EVs it is reasonable to assume that they are reflected in the rating.

The sub-sections below summarise the supporting evidence and analysis for each key initiative in relation to technical efficiency.

Drive Days

As discussed previously, Drive Day events have higher operational costs than more passive forms of information provision, meaning they are more expensive on a per-engagement basis than VEOS or VESR. However, they are widely considered by interviewees and the available literature to be a uniquely effective form of engagement: they provide critical opportunities for consumers to get hands-on experience of EVs and speak to ‘real’ people about their concerns and questions; and, by inviting a range of trusted exhibitors and removing the ‘sales’ element Drive Days ensure participants receive highly tailored advice from trusted parties without the pressure to buy. The wider evidence supporting the value of this type of approach is discussed under the ‘Effectiveness’ section.

The available data from Drive Day event surveys demonstrates that participants considered them to be quality events. Post event respondents were asked how likely they were to recommend the event to others on a scale of 1 (not likely) to 10 (very likely). This resulted in an average net promoter score of 72.25 from a sample of 785 participants for the eight public events for which survey data was available (DOC60-68). The two fleet events for which survey data was available received scores of 75 from a sample of 20 participants and 73 from a sample of 30 participants respectively (DOC66, DOC67).

VESR

The evidence clearly demonstrates that the VESR platform is a very high-quality output, particularly in terms of its design and functionality (discussed below), and its significant potential for nationwide engagement (discussed under Reach). The team employed a range of mechanisms to achieve and maintain this level of quality, detailed below.

2.2.1.1. Design and functionality

VESR’s high-quality design and functionality were recognised through two external awards: it won Good Design Australia’s 2024 Good Design Award in the Digital – Web Design and Development category, and was awarded Silver in the Better Future Sydney Design Awards 2024’s Graphic Design – Identity and Branding – Community category.

The Good Design Awards jury wrote that:

[VESR] really delivers user experience by the spade. Simple yet easy to navigate content stood out, allowing for joyful exploration based on an important subject matter. The comparison model stood out as an extremely informative and useful tool. Great delivery overall and a well structured design system. (DOC22)

The Better Future Sydney Design Award ‘celebrates creative and innovative design’ with consideration of ‘clarity of communication and the matching information style to audience’ (Better Future , 2024). Its summary of VESR’s effectiveness noted that VESR was endorsed by all states and territories and was covered by multiple news outlets.

It is worth noting that several external interviewees who had not engaged with VESR since its earlier phases emphasised the need for various features or steps which are in fact now part of the tool or are in development. For example, EXT05 spoke about the need for users to be able to compare battery range, annual running costs, and other features; the interviewer and EXT05 then opened the VESR website together to look at its information resources and vehicle comparison tool, and EXT05 was impressed with how the relevant functionality had been incorporated. Similarly, EXT02 emphasised that third party integration was a critical gap; at the time of writing this report, the TCI team were in advanced negotiations with major third-party providers to integrate VESR into their platforms. This is discussed further under the Reach section.

2.2.1.2. Quality assurance and improvement processes

The VESR team drew on significant external and internal expertise and input to ensure the quality of the final product. As described by interviewees and program documents, key mechanisms included:

- Establishing an expert reference group to guide the design and implementation of VESR
- Commissioning an external provider to regularly audit the data underpinning VESR, including validating new data, providing segmentation and calculation checks, and reviewing and updating the knowledge library to ensure currency (DOC20)
- Collaborating with the federal government’s Green Vehicle Guide team to provide base data for the site, and to improve the capabilities and accuracy of the dataset
- Reviewing and improving website functionality – for example, engaging the DCCEE Digital team to improve the site’s search functionality
- Conducting internal testing to identify issues with data accuracy and functionality, and making necessary changes to resolve them
- Using the VESR marketing campaign as an opportunity to gather feedback through social media engagement and to tailor VESR messaging and resources accordingly

Additionally, the evaluation found evidence that significant effort has been made to build a team with strong technical competency, relevant expertise, and valuable industry knowledge and networks, including via secondments and cross-team appointments as well as recruiting from partner organisations.

It is reasonable to conclude that the above processes and mechanisms have significantly enabled and underpinned the high-quality VESR product.

VEOS

The key outputs of VEOS are the interface itself, and the offsets procured. The evidence and findings regarding each are presented below.

2.2.1.3. VEOS interface

There is insufficient evidence to make a judgement about the quality of the VEOS interface itself, other than that its integration into the Service NSW registration process presents significant potential to

maximise reach. However, the lack of any targeted marketing or communications about VEOS to date means this potential has largely not been realised (discussed further under 2.3.2).

2.2.1.4. Offsets

There is evidence that the TCI team has made extensive effort to procure high-quality offsets. To begin with, the program purchases only Australian Credited Carbon Units (ACCUs, a government issued certificate representing one tonne of CO₂ equivalent emissions reduced or removed by eligible projects under Australia's Emissions Reduction Fund), which are backed by the Australian Government and regulated by the Clean Energy Regulator, ensuring robust oversight, compliance, and integrity standards. After researching the various issues with offsets and the available options, the TCI team has also added several conditions beyond the requirement to purchase ACCUs, in an effort to ensure that the offsets it purchases are contributing to positive outcomes that would meet consumer expectations. To date this has included consideration of location (prioritising NSW-based projects) and choosing from a mix of project types including Human-induced Regeneration Projects, Agriculture Projects, and Energy Projects. The team is also now planning to establish an interdepartmental panel to oversee offset purchases.

This focus on quality and trust is particularly important given that public trust in carbon offset projects can be generally low. The literature suggests that offset schemes are frequently perceived as a way to portray an environmentally responsible image, or to overstate the positive environmental impacts of activities, without much transparency (Abadie, Chowdhury, Mangla, & Malik, 2004; International Swaps and Derivatives Association (ISDA), 2024; Mello & Rosario, 2024). A 2023 study found that 62% of Australians believed carbon offsets help companies look like they are reducing emissions even when they are not, and that 48% view carbon offsets as a form of greenwashing (The Australia Institute, 2023). Similar sentiments have also been studied outside of Australia.

While there is limited research on the difference in perceptions when an offset scheme is run or certified by government as opposed to a private company, a study by Blasch and Farsi (2014) does find that consumers view schemes with government certification as more trustworthy. However, appropriate communications are critical: according to Mello & Rosario (2024), to address greenwashing in voluntary emissions offset schemes accurate information must be provided to consumers and misinformation must be prevented.

While the TCI team took great care to procure high-quality offsets, the lack of marketing and communications to address public concerns about carbon offsets is likely to have undermined the end product.

2.2.2. Dynamic efficiency



TCI was rated as 'exceeds expectations' for dynamic efficiency.

This rating reflects the team's clear commitment to adapting and improving the initiatives and their implementation as they learned about what worked and didn't, and in response to contextual changes.

Across the initiative there was evidence that the team consistently used governance mechanisms and processes to drive improvement and adaptation, even when this resulted in delays or other project management challenges. This evidence largely came through interviews and reflects the findings of the mid-term evaluation of TCI, which noted that:

'The [NSW Electric Vehicle] Strategy established robust, formal governance arrangements around the Net Zero Transport program, under which the TCI program sits. The program team has effectively utilised these arrangements and [has] continuously considered and (where appropriate) implemented improvements.' - MTE report, p.vi

The subsections below present examples from the evidence for each of the key initiatives.

Drive Days

Interviews with both internal and external stakeholders revealed numerous examples where the approach to Drive Day events was modified to drive greater engagement and stronger outcomes. A key example was the decision to hold fleet-focused events as well as public events. The team made this adaptation based on the learnings from initial drive days, recognising that fleet managers are a specific audience whose information needs differ significantly from the general consumer, and that they have significant potential to drive EV uptake through fleet purchases. Targeting fleet managers also created opportunities to boost uptake of fleet incentives under an adjacent Net Zero Transport workstream.

it was [intended] to support our program as well, because we also started to ramp up our own internal government fleet transition ... we're getting a lot of people in that are business decision makers and things like that, and we're tailoring the sessions to be different as well. There were info sessions at these new ones, whereas [previously] people were just coming in and doing fifteen-minute test drives and we were churning through people quickly ... the focus shifted so that we could support our [fleet] incentive program and also support the government fleet transition (INT03)

An external interviewee with expertise in the electric vehicle sector explained the value of having fleet-focused events:

fleet buyers are going to have entirely predictable questions that the private buyers are never even going to think about, because they don't apply to them. For that reason, having separate days where part of the day includes that educational component to either address the questions or provide the [relevant] resources ... that's got merit. (EXT05)

An internal interviewee noted that there were instances where fleet event participants had later gone on to apply for the Fleet Incentive program, demonstrating the value of this adaptation.

Additionally, it is worth noting that the development of the Drive Days initiative was itself an adaptation. Drive Day events were not part of the original Net Zero Transport plan – rather, an interviewee explained that team members conceived of the concept during the Drive Electric program's early days and felt that it would serve a valuable function alongside the other elements of the TCI workstream.

VESR

VESR was developed through a series of processes that brought in expert input from within and outside DCCEEW.

there were constant phases of design processes ... We had consultancy experts to help design the star rating itself, [and to] check in with industry and the government bodies and that kind of thing, that all of those elements were right. [They] checked that it had rigour to it, because creating a star rating is very difficult ... [There was] a lot of adaptation (INT06)

Since VESR was launched, there have been ongoing processes and interventions to improve functionality and output as the initiative and the team's understanding has evolved. There are also examples of where the team has developed new resource articles to respond to external trends and developments. Team members leverage their industry contacts and public forums and use government forums like the NZT team meetings and the interjurisdictional meetings to identify emerging trends in consumer sentiment and source ideas for new articles and web content. Also, the marketing campaign launched in January 2025 has been used as an opportunity to learn about consumers' concerns and interests in relation to EVs via the feedback received directly and on social media. In some cases, the team then developed articles or content that responded to that feedback.

Overall, the evidence described above reflects a commitment to continuous improvement in relation to the VESR tool and its associated online content and resources.

VEOS

There have been several examples where the team has modified its approach to offset procurement to meet emerging challenges and respond to what has been learned.

The aforementioned plan to establish an interdepartmental panel to oversee offset purchases shows how the team has responded to the challenge of securing high-quality offsets in a fluctuating and evolving market. The team also frequently reassesses its conditions for offset purchasing as it learns about how to achieve effective outcomes given the market context and its own limitations as a relatively small buyer; and, as evidence and understandings about the appropriateness and impact of different offset options evolves.

The team worked closely with Service NSW to embed the VEOS interface into its registration process. Throughout this process the team learned about what was possible and worked with Service NSW to design appropriate responses. Following a successful initial period, the service agreement with Service NSW was extended so it could continue to manage VEOS on behalf of DCCEEW (DOC 27).

2.2.3. Relational efficiency



TCl was rated as 'exceeds expectations' for relational efficiency.

This reflects that the team has consistently engaged both broadly and deeply with a wide range of internal and external stakeholders. It has proactively and effectively leveraged partnerships and used collaborative mechanisms to add value, including interjurisdictional forums, cross-department panels, steering groups, and other governance structures. It regularly draws on intra- and inter-departmental relationships to promote initiatives and build awareness.

Interviewees consistently emphasised the value of relationships and partnerships, and there are numerous examples from design through delivery and adaptation where relationships have been leveraged to add value.

At the workstream level, the TCl team has worked effectively with other teams and shared services within DCCEEW, as noted in the mid-term evaluation report (DOC01). The evidence suggests this approach has continued throughout the remainder of the program period. The TCl workstream has also contributed content for the Transport for NSW website, as an example of achieving efficiency by using existing channels.

The subsections below present key examples of relational efficiency for each initiative.

Drive Days

Through its delivery partnership with the Drive Days service provider, the TCl team sought to leverage the provider's statewide reach and its status as a trusted organisation to maximise engagement and attendance at Drive Days events. The Drive Days service provider's experience delivering large events was also seen to add value, reducing the input required from the TCl team while supporting effective outcomes.

it was co-funded by [the Drive Days service provider], so that made everything logistically more efficient and financially more efficient. And [it meant] we could send a small team from within our own team to attend, especially the far away ones. I would say that would be the biggest value for money [factor], that we have the co-funding relationship with [the Drive Days service provider]. And they have such a far reaching and trusted brand as well, so it was a good opportunity for our presence to be there supporting that and vice versa (INT04)

The team also leveraged partnerships with other external stakeholders to increase attendance and engagement at events. For example, it partnered with Essential Energy, which held stalls at the events that were in its service areas, brought along vehicles, promoted events to its customers, and encouraged its own staff to attend. This can be expected to have increased participation, with staff including line workers, truck drivers, and vehicle maintenance workers from local depots attending events in their regions. Essential Energy found ways to cycle workers through the events over the course of several days, so they could structure their work shifts around the events. As well as increasing the number of people engaging with EVs, this was also thought to have engaged those who may otherwise not have been likely to attend, expanding the Drive Days' reach beyond those already interested in EVs.

The TCl team also leveraged internal relationships, working with other departments and teams including NSW Treasury, the Sustainability Advantage team, Investment NSW, and 'champions' throughout government to drive internal promotion and align with other initiatives, such as the Fleet Incentive.

Beyond delivering and promoting Drive Days, the TCI team has also engaged with other organisations that were interested in running their own events.

We've approached all the councils in all the areas [where] we've run [Drive Days] to let them know, and to come along and bring their cars and talk about what they're doing; and then we've noticed that some of them have [run events] themselves now, and they asked us, 'how did you do this?'... sometimes [private businesses or other organisations] let us know that they're running Drive Days and things like that and they ask us for support as well – like, 'do you want to have your stall there to talk about your what your programs are?' (INT03)

VESR

The TCI team engaged extensively with experts and stakeholders from within and outside government throughout the design and delivery of VESR, harnessing relevant expertise to continuously improve both the website itself and the source data it relies on. Key examples are described below.

A relatively recent example of the TCI team's proactive, forward-thinking approach to relationships and engagement is its decision to establish an interjurisdictional forum to increase other states' and territories' awareness and promotion of VESR. The forum meetings are now well attended and provide a valuable forum for engagement with government stakeholders in other states and territories. As a result of the forum there are examples where other jurisdictions have promoted, or plan to promote, VESR via their own channels. For example, the Queensland Government promoted the VESR website via its transport webpage (DOC27), and Transport Western Australia has expressed an intention to post via its social media channels.

In the early stages of VESR the team established an expert reference group to inform and guide the design, including representatives from the Commonwealth Department of Industry, Commonwealth Department of Infrastructure, Victorian, South Australian, ACT, and Queensland state agencies, Australasia New Car Assessment Program (ANCAP), National Transport Commission, Australian Electric Vehicle Association (AEVA), University of Technology Sydney (UTS), Transport for NSW, National Roads and Motorists' Association (NRMA) and National Australian Built Environment Rating System (NABERS).

Prior to this, the team had also engaged UTS to conduct a literature review of star rating schemes (DOC02). This led to the review's author becoming part of the expert reference group and then providing expert feedback on other elements of VESR as it was developed. This partnership leveraged a discrete engagement to bring academic rigour and input to the various stages of VESR's design and development.

The VESR platform draws on data from the Green Vehicle Guide (GVG), which is run by the federal Department of Infrastructure, Transport, Regional Development, Communications and the Arts (DITRDCA). The TCI team and the GVG team have developed a strong working relationship over time to facilitate reliable and effective integration between the two platforms. Interviewees noted that this partnership resulted in improvements to the GVG database, and that the regular meetings and engagement between the VESR and GVG teams have also opened a forum for discussion of other aligned work and priorities, such as new Australian design rules and the federal government's New Vehicle Efficiency Standard.

The VESR platform has also benefited from commercial partnerships. The team has worked extensively with industry experts who were engaged to develop the original methodology underpinning VESR in

2020 and have continued to provide technical support since then (DOC20), building a comprehensive knowledge of the VESR platform over time. Strong working relationships with commercial providers also resulted in VESR receiving design awards, as mentioned previously.

One of the most critical and potentially influential relationships is the non-commercial relationship the TCI team is currently negotiating with the providers of leading car sales and comparison websites, with the goal of integrating VESR into their platforms. As discussed under Reach, this would fulfill a key objective of the initiative and dramatically expand VESR's reach and potential impact. The interviews provided evidence that the TCI team is approaching these negotiations in a considered, strategic way that reflects its general strength and capabilities in this area.

VEOS

Interviewees generally considered the integration of VEOS into the Service NSW website to be a very positive outcome, enabled by an effective working relationship between the TCI team, Service NSW, and the various other internal services and teams that have been involved along the way.

Service New South Wales have been incredibly easy to deal with ... the relationship that we have with Service New South Wales is one of the best ones that we've got as I understand it. (INT02)

I think the relationship worked really well with Service New South Wales because it was a joint initiative. And I think also initially Transport New South Wales were involved and I think that working relationship was really successful, and that also laid the foundations for a whole program to develop and evolve quite smoothly (INT04)

However, some did note that the extent of the collaboration with other agencies on VEOS impacted efficiency during VEOS' development (see section 2.1.1.4). Despite this, interviewees generally did feel that the end result of having VEOS embedded into the registration process justified the means, largely because of its potential reach and the low operating costs now that it is embedded.

As mentioned previously, the team plans to establish an expert panel to oversee offset purchases. While the contribution this may make to the value of outputs is discussed in the Technical efficiency section, it also further demonstrates the team's proactive, collaborative approach to improving outcomes through relationships and engagement.

The above examples demonstrate the team's strong performance overall in terms of relational efficiency.

2.3. EFFECTIVENESS

This section begins with a 'contribution statement' summarising the findings about TCI's contribution to high-level outcomes. The subsequent sections then explore three aspects of effectiveness:

- **Outcomes** – explores the extent to which intended outcomes have been achieved, focusing on those outcomes specified in KEQ 1 and the immediate, intermediate, and end of program outcomes linked to TCI in the overarching Net Zero Transport program logic.
- **Reach** – assesses the extent to which TCI's key initiatives reached, or are likely to reach, target audiences.
- **Sustainability** – assesses the extent to which TCI's outcomes are likely to be sustained beyond the end of the program, and the potential to catalyse further impact.

The subsections begin with a rubric rating for each aspect then present the supporting evidence, including data collected for this evaluation along with the wider evidence from the literature review. The evidence relating to each aspect is presented and divided according to the three key initiatives.

Contribution claim

Based on the available evidence regarding outcomes and reach, including program data and stakeholder interviews triangulated against the wider literature and expert opinions, this evaluation finds that:

- The TCI workstream has made a minor but direct contribution to the high-level goal of achieving net zero emissions, via the accredited offsets purchased through VEOS. VESR and Drive Days events are likely to have made indirect contributions by encouraging the purchase of EVs to replace ICE vehicles, however it is not possible to calculate or reliably estimate the extent of this contribution based on the available data. Many other policy responses across all levels of government, along with broad ranging macro and micro socio-cultural and economic shifts, are influencing progress towards net zero emissions, and will continue to do so.
- The TCI workstream is likely to have made some contribution to driving EV uptake among those who have engaged with VESR and Drive Days events. This contribution will be significantly strengthened if VESR is integrated into the major car sales platforms. There are numerous external factors influencing EV uptake, including economic pressures, technological advancements, infrastructure distribution, geopolitical developments, and the increasing maturation of the EV market in Australia and globally.
- The TCI workstream provided good value for money overall. It delivered high quality outputs across all three initiatives within the original budget, driven by a careful, considered approach to meeting consumer needs. It applied rigorous, innovative approaches to ensure good stewardship of resources, drawing on relevant expertise as needed; and it effectively built and leveraged a range of valuable partnerships with internal and external stakeholders.
- TCI's influence was primarily limited by its reach. While Drive Days provide a high value form of engagement, there are inherent limits to the number of participants they can engage at each event; VESR currently reaches a relatively small proportion of its potential national audience; and while VEOS has extensive theoretical reach, there have been no marketing or awareness campaigns to activate this. The team has sought to counter this by developing strategies to maximise engagement

with different stakeholder cohorts, leveraging relationships and partnerships, delivering events across a wide spread of metropolitan and regional locations, and pursuing third party integration contracts for VESR.

2.3.1. Outcomes



TCI was rated as 'meets expectations' for outcomes.

This reflects that:

- The TCI workstream has made a minor but direct contribution to the high-level goal of achieving net zero emissions, via the accredited offsets purchased through VEOS.
- VESR and Drive Days events are likely to have made indirect contributions by encouraging the purchase of EVs to replace ICE vehicles, however it is not possible to calculate or reliably estimate the extent of this contribution based on the available data.
- The TCI workstream is likely to have made some contribution to driving EV uptake among those who have engaged with VESR and Drive Days events.

The evaluation was tasked with exploring the extent to which TCI's initiatives contributed to:

- The achievement of net zero emissions by 2050
- Reduction in range anxiety
- Driving uptake of, or investment in, electric vehicles
- Unanticipated outcomes (positive or negative).

The above outcomes are mostly drawn from the overarching Drive Electric program logic. The various workstreams under NZT are intended to complement each other to achieve the program's intended outcomes; as such, it is difficult to isolate the contribution of each workstream to the intended outcomes, and doing so risks undermining the causal logic underpinning the overarching program. In addition, as noted previously the TCI initiatives were not required to meet specific quantitative targets or predefined metrics for success.

These factors make it more challenging to assess TCI's outcomes. To meaningfully explore TCI's contribution to the above program outcomes, the evaluation looked at whether the relevant immediate and intermediate outcomes from the Net Zero Transport program logic have been achieved and drew on a method called the What Else test to inform conclusions about the likely contribution of TCI's key initiatives to any outcomes.

Table 4, below, shows how the outcomes specified by the KEQs relate to the relevant immediate and intermediate outcomes from the program logic.

Table 4. Intended outcomes, KEQs, and relevant contributing outcomes

Intended outcome	Relevant KEQ	Contributing outcomes (from NZT program logic)
The achievement of net zero emissions by 2050	1(a)	Immediate outcome: Vehicle owners aware of vehicle emissions and how to offset Intermediate outcome: Vehicle owners offset their annual vehicle emissions using NSW offset scheme
Reduction in range anxiety	1(c)	N/A – this intended outcome is drawn from the KEQs set out in the MEL plan, but is not directly reflected in the Net Zero Transport program logic
Driving uptake of, or investment in, electric vehicles	1(b)	Immediate outcome: Consumers understand relative environmental performance of their new vehicle purchase Intermediate outcome: NSW citizens see, experience, and become more accepting of EVs Intermediate outcome: Consumers purchase lower emissions vehicles
Unanticipated outcomes	1(e)	N/A

This section first addresses TCI’s contribution to the highest-level goal, net zero emissions by 2050.

There are two primary ways in which TCI is expected to contribute towards this very high-level goal: by encouraging greater uptake of EVs, and by offsetting the emissions from ICE vehicles while they continue to be in use. Because VEOS directly purchases offsets on behalf of participants, its contribution to offsetting emissions can be easily measured; however, for the purposes of this evaluation it is not possible to reliably estimate the emissions abatement outcomes achieved by VESR or Drive Day events. This would require reliable data on the number of electric vehicles purchased *because of consumers’* engagement with these initiatives, and whether these vehicles replaced a corresponding number of ICE vehicles. Even if it were possible to collect such data with a sufficient degree of accuracy, doing so would be well beyond the scope of this evaluation.

As such, this section first presents the evidence regarding the direct contribution of VEOS to the goal of net zero emissions, and then details the likelihood that Drive Days, VESR, and VEOS have contributed to EV uptake by presenting the evidence for the associated immediate and intermediate outcomes.

Outcome: Achievement of net zero emissions by 2050

Because VEOS directly purchases emissions offsets from an accredited source in the form of ACCUs, it is possible to determine its contribution to net zero emissions with a very high degree of confidence. Since it went live in 2023 VEOS has purchased 8,724 ACCUs on behalf of consumers, representing 8,724 tonnes of CO₂ being offset. Table 5 shows purchase data for each year of operations to date.

Table 5. ACCU purchase data (DOC28, DOC29)

No. of purchase	Year	No. of ACCUs purchased	Tonnes of CO ₂
1	2023	2,587	2,587
2	2024	3,275	3,275
3	2025	2,862	2,862
Total		8,724	8,724

Overall, this is a direct but minor contribution to the goal of achieving net zero emissions for NSW by 2025. In 2019, transport was responsible for 28 million tonnes of carbon dioxide equivalent (MT CO₂e) of emissions, making up 20% of NSW emissions, with almost 50% of those from passenger vehicles. To make a more meaningful contribution within this context, VEOS would need to dramatically increase its reach and uptake. There is significant latent potential to do so, as discussed in the Reach section.

2.3.1.1. Immediate outcome: Vehicle owners are aware of emissions and how to offset them

The program logic includes one immediate outcome that would contribute to consumers offsetting through VEOS: that vehicle owners are aware of emissions and how to offset them. The evaluation finds that TCI to date has made insufficient progress towards this outcome, largely due to the fact that no targeted marketing or communications campaigns have been delivered to raise awareness about VEOS and address the widespread public concerns about offsetting in general.

Internal and external stakeholders and industry experts largely agreed that VEOS uptake was significantly limited by these factors. While VEOS may be visible for most light vehicle owners at the point of registration, it is expected that many would skip or scroll past it due to a lack of understanding about what offsetting is, perceptions that offsets are complex or untrustworthy, or lack of interest.

Outcome: Driving uptake of, or investment in, electric vehicles

This section explores the extent to which TCI's key initiatives contributed to increased uptake of EVs, by addressing the following contributing immediate and intermediate outcomes:

- Consumers understand relative environmental performance of their new vehicle purchase (immediate outcome)
- NSW citizens see, experience, and become more accepting of EVs (intermediate outcome)
- Reduction in range anxiety (this outcome is not included in the Drive Electric program logic but is specified by the KEQs in alignment with the NZT MEL plan. It is essentially an immediate outcome, in that it would contribute to the intermediate outcome of citizens becoming more accepting of EVs)
- Consumers purchase lower emissions vehicles.

This outcome is taken from the KEQs for the overarching NZT MEL plan, and the 'investment in' component is more relevant to other workstreams than to TCI. The evaluation considers 'uptake' of EVs to mean consumers purchasing new or used EVs, and 'investment in' EVs to include consumers investing in related equipment or infrastructure – for example, installing batteries and chargers. As such, this evaluation has focused on the 'uptake' component.

CONTEXT

While EV uptake has generally continued to increase around the world and in Australia over recent years (Electric Vehicle Council, 2024), the most recent iteration of the Australian Automotive Dealers Association (AADA)'s annual survey found that intention to purchase EVs in Australia has plateaued at 39% of respondents – only slightly higher than 38% in the first survey three years ago (Australian Automotive Dealer Association, 2025).

EV uptake trends are influenced by a range of external factors, with recent contributors including technological and infrastructure advancements, the introduction of more affordable models, economic pressures (Australian Automotive Dealer Association, 2025), the removal of purchase incentives (Electric Vehicle Council, 2024), and the sharp decline in the popularity and sales of leading EV brand Tesla driven by the US political environment (Perrie, 2025; McCowen, 2025; Australian Automotive Dealer Association, 2025).

Overall NSW is performing relatively well in terms of uptake of, and consumer sentiment towards, EVs compared with other Australian jurisdictions. At September 2024 EV sales in NSW made up 9.5% of new vehicle sales, just behind Queensland (9.6%) and ahead of all other states and territories except for the ACT, which continues to lead by a significant margin. However, uptake figures do fluctuate from quarter to quarter and according to EV type, which is reflected in the most recent data: in Q4 2024, BEVs made up 9.7% of new vehicle sales in NSW (Australian Automobile Association, 2025). By the end of Q1 2025 this had dropped to 6.5%. Over the same period, PHEV sales increased from 2.5% to 4.4% (Australian Automobile Association, 2025).

There are some positive signs for NSW in terms of consumer sentiment. The most recent AADA survey found that 52% of respondents in Sydney were 'very' or 'quite' likely to consider an EV in future, higher than for the other capital cities surveyed; although the proportion was lower for non-metropolitan NSW respondents at 31%, this was higher than for non-metropolitan respondents from any other jurisdiction (noting that the figures for Tasmania and the ACT were not broken down into capital city/other, and have therefore been excluded from this summary) (Australian Automotive Dealer Association, 2025). The survey also found that respondents are currently more likely to consider purchasing traditional hybrids (52%) than EVs (39%) or plug-in hybrids (36%).

Notably, the Electric Vehicle Council's most recent State of Electric Vehicles report (2024) scored NSW highest of all states and territories for its progress in the EV transition, giving it nine out of a possible ten. It also awarded NSW a score of 100% in the category of 'education and awareness initiatives' on its Light Vehicles Scorecard, but only 50% for 'progress towards sales target'. On the 'Trucks & Vans' scorecard NSW received 75% for 'education and awareness initiatives' – higher than any other jurisdiction.

EXPLORING TCI'S CONTRIBUTION

Within this wider context, the evaluation sought to understand TCI's likely contribution to uptake. To assess this, the evaluation triangulated data from the program document review and stakeholder interviews against a wider literature review and interviews with industry experts. This evidence does not conclusively prove or attribute changes in uptake to TCI; rather, it strengthens the confidence of claims about TCI's likely contribution.

To address the question of uptake, this section explores the extent to which contributing immediate and intermediate outcomes have been achieved or progressed. It begins with the immediate outcome that 'NSW consumers understand relative environmental performance of their new vehicle purchase', then addresses the intermediate outcome that 'NSW citizens see, experience, and become more accepting of EVs', including the extent to which range anxiety was reduced. It then explores the evidence regarding the intermediate outcome, 'Consumers purchase lower emissions vehicles'. Collectively, these outcomes would constitute a causal pathway towards increased EV uptake (in concert with the other workstreams under the Net Zero Transport program).

This section presents the evidence relating to the above outcomes for each of the key initiatives.

2.3.1.2. Outcome: Increasing consumers' understanding of relative environmental performance

According to interviews, increasing consumers' understanding of the relative environmental performance of EVs compared to ICE vehicles was seen as an important driver of EV uptake when the TCI initiatives were conceived of. This was partly because of a view that while environmental concerns were an important motivator for purchasing EVs, persistent myths and concerns about the environmental impacts

of EVs across their lifecycle were limiting uptake; and that clear, widely accessible information was needed to combat this. There is a body of evidence supporting each of those points.

Firstly, studies support the importance of environmental concerns as a motivator for purchasing EVs. This includes a recent study that surveyed 800 NSW residents and found 58% of those who were interested in purchasing an EV were motivated by a desire to reduce emissions (Grudnoff 2024). This was the strongest motivation among seven other possible reasons. Similarly, a recent survey by the AADA (2025) found that environmental motivations continue to be the most common reasons for Australian consumers to consider EVs. This aligns with Zhang et al.'s (2022) research on barriers and motivators for EV uptake, which found that informing consumers of the environmental benefits of EVs increases willingness to purchase them.

Various studies also demonstrate that myths and misinformation continue to influence views about, and willingness to purchase, EVs. For example, a recent study led by the University of Queensland surveyed consumers in four countries including Australia; it found that EV myths are so deeply embedded that more respondents agreed with misinformation statements about EVs than disagreed (Bretter, et al., 2025). This included several myths about the relative environmental impact of EVs.

The available literature also supports the need to provide clear, digestible information about relative environmental performance, among other topics. Despite the evident interest in reducing emissions, consumers worldwide lack a comprehensive understanding of the environmental benefits of EVs, and specifically their potential to reduce vehicle emissions (Consumer Policy Research Centre, 2022; Lane & Potter, 2007; Pamidimukkala et al., 2024; Zhang et al. 2022). This contributes to an 'attitude to action gap': although there is some awareness about vehicle emissions, a lack of complete knowledge on how EVs perform in terms of emissions, and how they compare to other vehicles, has contributed to consumers deciding not to purchase EVs (Lane and Potter, 2007).

Expanding on this, a literature review by Camilleri (2021) notes that typical consumers are unlikely to do the calculations between fuel consumption and CO2 emissions that would be required to understand relative vehicle emissions when making purchasing decisions. To combat this, Zhang et al. (2022) highlight the need for concise, easily interpretable information about EVs. The Electric Vehicle Council (2024) also emphasises the ongoing importance of reliable information to combat misinformation, and the role of governments in providing it.

Notably, the aforementioned University of Queensland study tested methods for addressing misinformation using both conventional and novel communication approaches (a factsheet and dialogues with AI, respectively), and found that both were moderately effective at reducing belief in misinformation (Bretter, et al., 2025).

With this context in mind, the subsections below outline how TCI's key initiatives are likely to have contributed to increasing consumers' understanding of relative environmental performance.

Drive Days

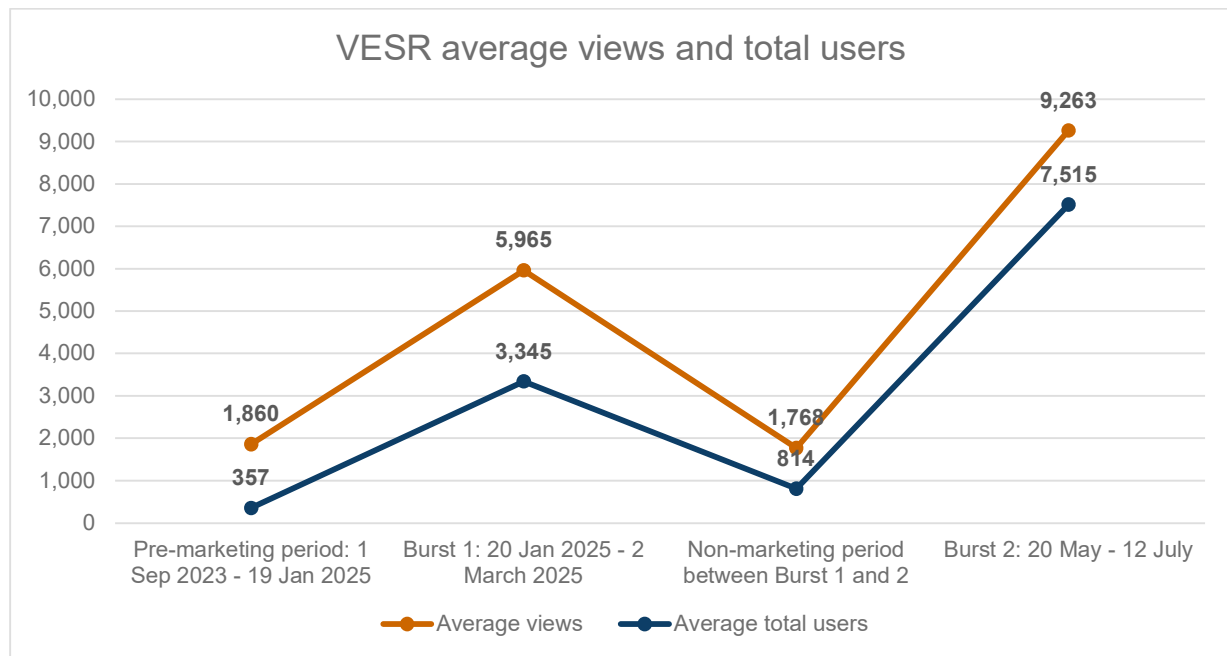
Drive Day events provide an opportunity to address concerns about relative environmental performance through in-person conversations and engagement with the information presented during the events. Given the high value of events such as these (discussed under the outcome 'NSW citizens see, experience, and become more accepting of EVs') to provide trusted, accurate information and combat myths, while considering the relatively small proportion of NSW drivers who have attended Drive Days, it is likely that Drive Days have made some contribution to increasing consumers' understanding of relative environmental performance.

VESR

VESR is TCI's primary mechanism for increasing understanding about the relative environmental performance of new and used vehicle purchases. It does this by providing information about associated emissions for each vehicle listed on the site, enabling meaningful comparison between EVs and other types of vehicles. Given the high quality of the VESR tool in terms of its accessibility, design, and functionality (discussed in previous sections), and the wider evidence about the role of clear, accessible information in addressing concerns and myths, this evaluation finds that VESR is highly likely to have increased its users' understanding of relative environmental performance.

As shown in Figure 4, the recent marketing campaign has seen a 398% increase in views from 1,860 weekly average views during the pre-marketing period to 9,263 weekly average views during the Burst Two marketing campaign. Similarly, total users for the VESR site have increased by 2005% from 357 average weekly users during the pre-marketing period to 7,515 average weekly users during the Burst Two marketing campaign.

Figure 4. VESR average weekly views and total users pre and during marketing periods



However, despite the recent marketing campaign having increased the number of visitors to the VESR site, they still represent a small percentage of the 4.6 million registered passenger vehicles in NSW (Bureau of Infrastructure and Transport Research Economics, 2024). The likelihood of securing third-party integration with the major car sales platforms represents a critical opportunity to significantly increase VESR's contribution to this outcome.

VEOS

Interviewees generally agreed that VEOS would have little or no impact on consumers' understanding of relative environmental performance.

Those consumers who do choose to offset their emissions nominate how much they will pay, and therefore how many offset units are purchased on their behalf. The VEOS interface does not suggest an amount based on the type of vehicle being registered; this was seen by some as a missed opportunity to more tangibly link vehicle and fuel type to the associated emissions and therefore increase understanding of relative environmental performance.

what I wouldn't mind seeing is [something] saying, 'you drive a Ford Ranger [for example] – your Ford Ranger releases this amount of carbon every year on average, and you can choose to offset x amount of it by donating this amount of money'. (INT02)

VEOS was launched [around] ten months before VESR when we didn't have the easy data that we have now to say, 'this vehicle produces this many emissions; so theoretically this amount would offset your emissions for 12 months or six months'... We could in the future definitely provide more specific information about the cost of offsetting your emissions. (INT04)

Ultimately, while seeing information about offsets at the point of registration may have triggered some users to consider the environmental performance of their own vehicle, given the lack of tailored emissions information and the lack of targeted communications about VEOS generally, the evaluation finds that VEOS is unlikely to have contributed meaningfully to this outcome.

Outcome: NSW citizens see, experience, and become more accepting of EVs

Previous sections have discussed the critical importance of combatting misinformation, myths, and misperceptions about EVs, and this is particularly relevant for TCI's efforts to increase NSW citizens' acceptance of EVs. The available literature highlights persistent consumer anxieties and (mis)perceptions as a key barrier to EV purchasing, with driving range, battery life, and uncertainty around performance among the concerns (Hertzke et al., 2025; Mortimore et al., 2024; Purwanto & Irawan, 2024). A recent study from the University of Geneva (Universite de Geneve, 2022) found that these persistent concerns are often based on incorrect assumptions or beliefs about the extent to which EVs can meet consumers' needs. Several UK-based studies also suggest that consumers generally have limited knowledge of the EV driving experience and understanding of how EVs work (Lane & Potter 2007; Westerhof et al., 2023).

With this context in mind, the subsections below explore the likely contribution of each key initiative to the outcome 'NSW citizens see, experience, and become more accepting of EVs'.

Drive Days

Drive Days were likely the most significant contributor to this outcome, because of the depth and value of the engagement opportunities they presented. This subsection summarises the wider evidence about the effectiveness of EV test drives before focusing specifically on TCI's Drive Days.

Among the available literature, practical EV experience is widely considered an effective way to build understanding about EVs, and consequently to change consumers' preconceived ideas and abate anxieties around battery life, acceleration, charging, speed, and range (Dini & Washington, 2015; McCarthy et al., 2025; Pamidimukkala et al., 2024; Peters & Dutschke, 2014). In an analysis of 537 academic articles relating to EV adoption, practical experience was the most frequently cited positive influence on consumer psychology and EV adoption (Pamidimukkala et al., 2024). Research on consumer sentiment and market trends supports this notion: for example, a 2025 survey (Hertzke et al.,

2025) of more than 45,000 consumers across China, Europe and the United States found that purchase intent was highest among consumers who had already experienced EVs; and, that consumers included test-driving an EV among the key factors that would push them to consider purchasing an EV.

Several studies have examined attitudinal changes before and after test driving EVs. A 2015 study (Dini & Washington, 2015) conducted pre- and post-event surveys with participants of an informational ride-and-drive day for plug-in EVs in Queensland. It found that participants were around 11% more likely to choose an electric vehicle following the drive day. Surveys from an earlier ride-and-drive day at a different location in Queensland showed similar results: of the 15 participants, 11 felt more inclined to purchase an EV following their test drive (Dini & Washington, 2015). Similarly, a study from Ireland found that consumers had an increased understanding of, and placed greater importance on, the environmental benefits of EVs after test driving (Aravena & Denny, 2021).

Internal and external interviewees detailed how the findings described above were observed through their experiences of Drive Days. Many spoke about the value and importance of speaking directly with people about EVs and giving them opportunities to drive and experience them, and the potential this created to change peoples' minds.

You get to talk to a lot of people [at Drive Days] and you change some minds. You do see the difference in people that don't know much about EVs or have quite a negative view about them, but after they drive them and learn about them they're actually like, 'oh okay, they're not that bad; they feel better and you do save money from them if you use them the right way' (INT03)

of the people who came and experienced EVs at those Drive Days, almost unanimously I would have people coming out going, 'that was fantastic! I didn't expect them to be like that', or 'I've been waiting to drive one' – that sort of thing. (EXT03)

Interviews also provided evidence of how the different elements of TCI and the broader Drive Electric program work in complementarity with one another, amplifying and strengthening effectiveness. For example, NZT staff attending Drive Days were able to show materials from other TCI initiatives, such as the VESR tool and resources, to address participants' questions about issues such as range, environmental performance, and fire safety; direct fleet managers to relevant programs and incentives; and provide information about other NZT initiatives wherever applicable.

One external interviewee who had been involved with Drive Days over a long period explained how they had noticed changes in the nature and type of questions participants raised over time, indicating a possible shift towards greater acceptance:

you do see themes come up – 'is my car going to run out of charge? [What about] range? Is it going to catch fire in my garage?' – all of those; and I think we found that things changed. When we started the program three years ago, the electric vehicle industry looked a whole lot different than what it [does] now. [When we started] there were very few options on the road ... So the questions and the things that people were looking at doing at these events were different to what we've seen recently, when they've got more questions because they're hearing more in the media or they're doing a lot more research before they come. [Now] they've got specific questions about range, about charging, about how it's going to fit into their lives. We saw a change from people just trying to get general information to people trying to get specific information ... Like, my actual requirements around a vehicle versus I just need a little bit more education (EXT01)

While any such shift most likely reflects the general growth of the EV market rather than being directly attributable to Drive Days, it does suggest that Drive Days continue to play a role in increasing acceptance as the market matures, because of their ability to respond to changing concerns and information needs.

As well as providing highly valuable tangible experience of EVs, interviewees highlighted several other elements that were particularly important or valuable for Drive Days' effectiveness at increasing acceptance of EVs. These included:

- Creating a trust-based environment with no sales pressure and the presence of trusted informants and advisers, such as the government, the NRMA, and others

when [we] put a government logo on something ... we are saying 'we endorse this, we think this is a good idea for you and your family to invest in this'. So I feel like it's not just the number of people that come along and try an EV – it's the whole idea that the [government] logo is out there next to EV promotion... (INT07)

Roadside assistance organisations [are] exceptionally well trusted because for decades they've been the ones that solve a problem for you when you're in trouble. Government is perhaps less well trusted than [those organisations] but they are going to be more trusted than a second-hand car dealership ... [so] there is a role for government in being the party bringing the message. (EXT05)

- Holding events in both metropolitan and regional locations, which created opportunities to capitalise on the higher general interest in urban populations while also building interest in regional and rural areas (discussed further under Reach)
- The inclusion of events targeting fleet managers, government employees, and others who might otherwise be unlikely to attend, such as employees from delivery partner organisations – this expanded the reach beyond those who were already interested in EVs and created opportunities to drive uptake beyond households and the general public (discussed further under Reach)

VESR

VESR's primary contributions to increasing consumers' acceptance of EVs most likely stem from its ability to address concerns about relative environmental performance (addressed in the previous subsection) and range (addressed in the next subsection); the provision of information about cost savings through its vehicle comparison tool; and, its ability to combat misinformation and respond to changing concerns and interests through its articles in the Resources section in VESR. As relative environmental performance and range anxiety are addressed elsewhere, this section focuses on the latter two points.

Research consistently shows that potential cost savings are a key driver for consumers to consider purchasing EVs. For example, the most recent AADA survey (2025) found that EVs being 'cheaper to run/recharge' was the third most common reason respondents were likely to consider an EV, out of a possible 13 reasons.

Several interviewees pointed to VESR's inclusion of annual fuel cost information in the vehicle comparison tool's output as a mechanism for boosting interest in, and acceptance of, EVs.

a lot of people are obviously concerned with the cost of running a vehicle and I guess communicating [that] the fuel costs or your energy costs are [related to your vehicle CO2 emissions] – I think that's a positive, that the cheaper the car [to run] you are also lowering emissions. I'm not sure whether the public completely understand that, but that's got to be a win, if people are looking to save money, but also lowering emissions (INT04)

when we point people to VESR and we actually show them what [it can do] people are amazed, they think it's wonderful; they love the idea that they can look at something and compare a number of vehicles ... whether it's buying a new car or a used car, to be informed when they're out there looking at, especially second-hand cars, how much is it going to cost me to buy a second hand car? It just helps them somewhat [to understand] their fuel cost for the year (INT01)

Notably, the abovementioned AADA survey also found that 'they cost too much' was the most common reason for *not* considering an EV (Australian Automotive Dealer Association, 2025), suggesting that efforts to promote the potential lifetime cost savings of EVs may be particularly impactful. On this topic, an industry expert interviewee felt there was a need to expand the capability of VESR's comparison tool to provide running cost information tailored to an individual's charging context while also taking the opportunity to inform users about the most suitable tariff options for them.

For example, if users could input information such as whether they could charge at home, and if so, details of their electricity tariff and any solar PV systems, batteries, and so on, then running cost information would be more accurate and would reveal the significant cost savings available to those charging at home on a low tariff, or making use of renewable generation (or using other free or low-cost charging options).

Seventy-five per cent of the population lives in homes where it's going to be easy to charge [an EV] at home ... What those people would benefit from is the retail electricity plans that will make it maximally cheap, or maximally environmentally friendly, to charge their car. [Other sites are] meant to do that job well [but do] it badly. There's room for government information to be provided that helps the consumer on the basis of the vehicle they're driving, the number of kilometres they're going to do. Work out the best way to make the electricity bill as cheap as possible ... There's no shortage of players that would be keen to see New South Wales government produce something like that ... to more fully demonstrate the savings that are available (EXT05)

In addition to the vehicle comparison tool, the VESR website also provides information resources on topics relating to EVs, including an article about running costs. The recent marketing campaign has boosted visits to the site, including engagement with articles (discussed further under Reach), increasing the potential contribution to the outcome of consumers becoming more accepting of EVs.

The marketing campaign has also created opportunities to monitor and respond to concerns, questions, and topics of interest expressed via social media. This can be expected to further enhance VESR's contribution to this outcome by targeting particularly topical or prevalent myths and misunderstandings and providing tailored information that meets consumers' needs.

[The marketing campaign] points us in the direction of an area where we might need to write an article or the way we might need to talk about our campaign; or when we send out newsletters or talk to our inter-jurisdictional partners or something, we would say, 'here's a concern that's been raised through the marketing campaign'. (INT02)

I think it's good if people are making those negative comments ... it's an opportunity because then you can [say], so these are the people that we have to try and slowly start communicating with or addressing that kind of thinking (INT04)

The targeted information available on the VESR website has also been used by program staff when communicating in-person or in other formats with members of the public. For example, an interviewee explained how they had used VESR resources to combat misperceptions at a public event:

There was this man [who said] 'I'm interested in getting an EV, but on the news they keep saying there is this [electric] vehicle on fire...' And I [said], 'maybe you can check [out] our website, VESR'. Because at that time we'd just released [an] article to educate people [about] misinformation about the fire [risk]. And then he [read the article], and he saved it on his mobile phone. He said, 'I'm going to show my friends'. I'm like, yes, it works! This is what we are doing here... (INT05)

VEOS

VEOS is unlikely to have contributed significantly to the outcome of NSW citizens becoming more accepting of EVs, nor was it intended to.

Outcome: Reducing range anxiety

Overall, the TCI workstream is likely to have contributed to reducing range anxiety for some NSW consumers. External factors such as the growing market share of EVs and the ongoing expansion and improvement of charging infrastructure are likely to make the greatest contribution to reducing range anxiety, however initiatives such as VESR and Drive Days have a role to play in combatting misinformation and persistent misunderstandings about range.

The literature frequently discusses consumer anxieties and perceptions as a barrier to EV purchasing, noting that driving range, battery life, and uncertainty around performance are among the top causes of consumer concern preventing EV uptake (Hertzke et al., 2025; Mortimore et al 2024; Purwanto & Irawan, 2024). The NSW Government's Enviro Pulse survey data also suggests that range anxiety may have decreased for NSW consumers generally since TCI began (DOC69). Several internal and external interviewees felt that range anxiety is less of a concern now than when TCI was first designed, which they largely attribute to continuing improvements in battery range and charging infrastructure, and the overall increase in EV uptake – meaning that as people's direct experience of EVs increases, their concerns about range anxiety prove to be largely unfounded. This is supported by the literature: studies have shown that tangible experience with EVs is a key factor in reducing concerns about issues including range anxiety, as is the availability of charging infrastructure (Herberz, Hahnel, & Brosch, 2022).

However, while range anxiety may be expected to continue declining as the EV market matures and charging infrastructure and vehicle technology continue to improve, the evidence suggests that range anxiety continues to be a concern for some groups (DOC69) (Australian Automotive Dealer Association, 2025; AutoPacific, 2023; Burgess, 2025). Interviewees suggested that this is particularly likely to be the case for those outside metropolitan areas or who frequently travel to those areas, and for those who have not yet driven or personally experienced an EV – which is supported by the literature.

An internal interviewee explained the importance of continuing to address range anxiety for those who have not experienced EVs directly, even as the factors contributing to range anxiety ease:

We're hitting a point where the cars are getting better with more range and we're getting a lot more chargers around ... but for the general population [their] level of knowledge of EVs is still at the very base level. I would say the average person [would] still think it takes ten hours to charge and [that] they can only drive 300kms and [that] you'd have to replace a battery in five years ... It's just [about] trying to change and update people to what [the situation] is now and not what you heard from your friend four years ago ... There's a lot of things [that have changed], like the products, the technology itself, the chargers being more available; but in terms of it being a concern for the average person I would say, yes, it's still there. It's not at a point yet where range anxiety is not an issue for the average person. (INT03)

An external interviewee with expertise in the EV sector elaborated on the importance of addressing range concerns, even if they are increasingly unfounded:

Range anxiety is a big deal for people who have never owned an EV, [but] once the person's had an EV for as little as a couple of weeks, they realise range anxiety's not a problem ... That doesn't mean it's not a problem [at all] though, because if the perception is that it's a problem it will inhibit uptake. We don't just need to solve for the people who've got the EVs, we need to solve the messaging piece for the people who don't have EVs yet – to make sure they understand which things are the real problems, and which things are not. (EXT05)

As well as supporting the role of charging infrastructure and market maturation, the literature highlights the continuing need for tailored information to address persistent myths, misinformation, and concerns about factors such as range (Zhang, Wang, Wan, Zhang, & Zhao, 2021; Universite de Geneve, 2022; Camilleri, 2021).

The sub-sections below explore the ways in which the key TCI initiatives were likely to have contributed to reducing range anxiety.

Drive Days

Some interviewees felt that Drive Days would have minimal impact on range anxiety as short test drives would not address range anxiety by themselves, and noting the persistent nature of EV myths and concerns. However, others pointed out that Drive Days presented opportunities to address range anxiety through conversations and information sharing, and through demonstration – for example, by the fact that the vehicles had been driven from to various regional locations for Drive Day events, which in some cases required multi-day road trips.

For one of the events we [took] EVs from Sydney to Broken Hill ... it proved to people in Broken Hill that we could get there, but it also proved to people [in] metro areas that you can take your EV out on long road trips (EXT01)

The Drive Days service provider administered pre and post participation surveys to those who test drove vehicles at each Drive Day event. The surveys included questions about range anxiety. As shown in Figure 5, the results indicate that test driving a vehicle at a public Drive Day event was effective at reducing range anxiety for some participants: about a third (35%) of respondents felt 'less worried' about

range after participating in a Drive Day. However, another 33% and 28%, respectively, said they 'still have range anxiety', indicating that test driving an EV at a Drive Day alone was not enough to eliminate range anxiety altogether.

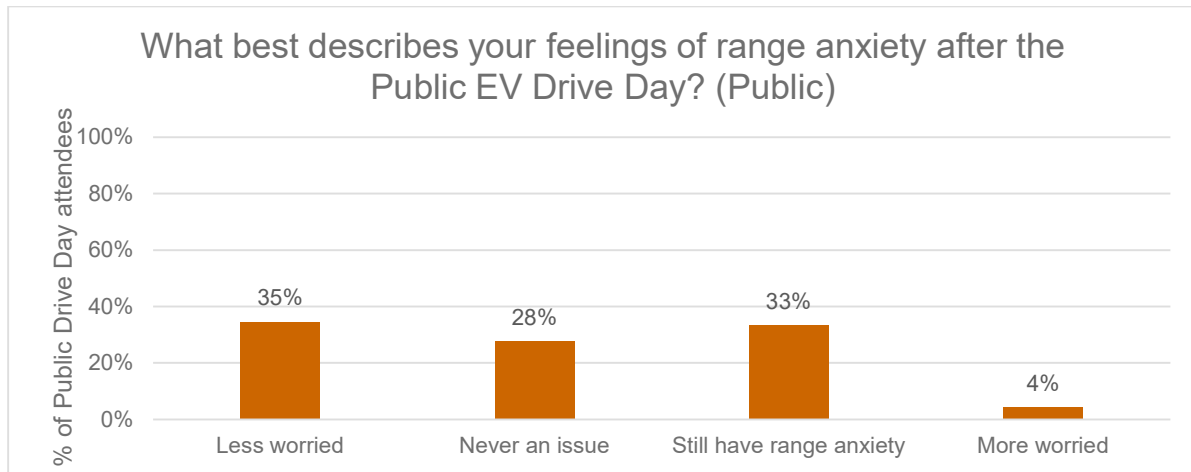


Figure 5. Impact of Public EV Drive Days on attendee range anxiety (n=785)

The results were somewhat stronger for fleet event participants, with 43% of fleet respondents feeling 'less worried' about range after the Fleet EV Drive Day (Figure 6). However, as the fleet sample was small (40 respondents) the results should be considered with some caution.

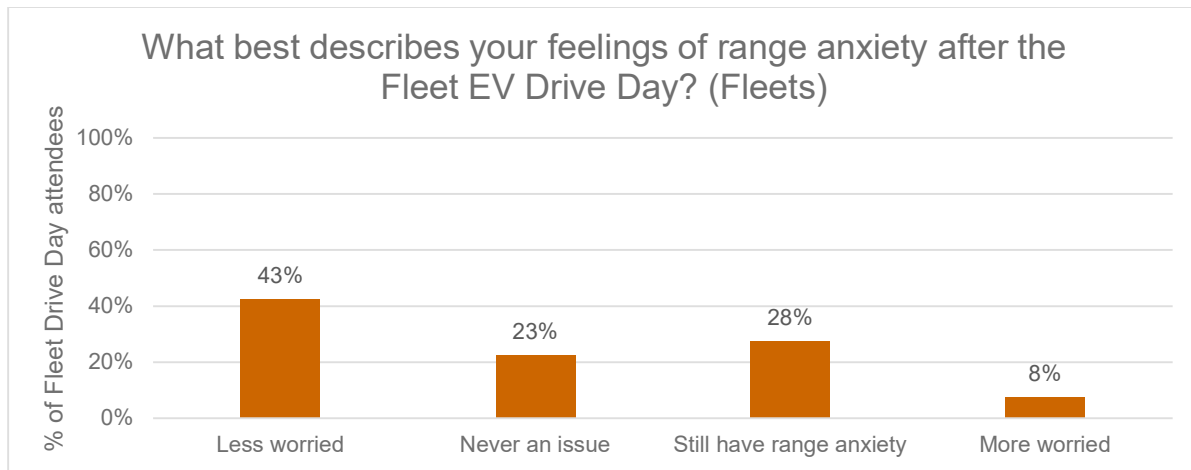


Figure 6. Impact of Fleet EV Drive Days on attendee range anxiety (n=40)

Multiple interviewees noted the importance of demonstrating charging infrastructure availability to address range concerns, which was done at Drive Day events using a map with dots to indicate charger locations, and by showing the PlugShare app to participants.

giving people the visual mapping to show [people] all the charging points [where] you can charge your vehicle from A to B when you're travelling long distance, but also assuring people that you don't need to charge your car every night if you happen to have off street parking – that you can fast charge in many areas that you live because there are these rollouts. I think it's helping people understand that even if they don't have [public] charging infrastructure that's readily right there, it's coming ... the questions that are being asked around range anxiety will continue to be asked, and

that's why it's important to keep showing the public 'this is where you can charge, this is how long it takes' – people need to be given that information as more people start to [consider] that maybe an EV is their next option. (INT01)

The importance of this type of information provision is supported by the aforementioned evidence regarding the role of tailored information in reducing range anxiety. The literature also highlights the importance of peer networks in influencing EV uptake. For example, a US study of EV 'hotspots' found that peer influence is a key factor behind the 'clustering' of EV ownership in neighbouring zip codes with high EV registration rates (Generation 180, 2023). The report identified two key factors: interpersonal communication and persuasion, including observation of specific choices (such as a neighbour driving a new EV), word-of-mouth communication, and the influence of trusted community leaders; and normative social influence, which says that groups establish social norms which are understood as shared standards of behaviour: 'Even without talking to the neighbour, the sight of their new Tesla suggests that driving one allows you to "fit in" too' (Harrison, 2024).

Ultimately, given the opportunities for Drive Days to combine tangible EV experience with tailored information provision by trustworthy sources, and the results of participant surveys, there is sufficient evidence to indicate that Drive Days were able to reduce range anxiety for a significant proportion of those who participated in them.

VESR

There were differing views about the extent to which the information shown in VESR vehicle comparisons was likely to have influenced range anxiety. Comparisons do include battery range figures for each electric vehicle, which is likely to have contributed somewhat to reducing anxiety given that consumers tend to underestimate how well EV range capacity will meet their needs (AutoPacific, 2023; Herberz, Hahnel, & Brosch, 2022; Burgess, 2025). However, this is only partly based on underestimating the range of individual cars: consumers also tend to overestimate their own needs when it comes to range, and to be influenced by persistent myths about EV batteries and charging as well as real or perceived lack of charging infrastructure (including the belief that it would not be possible to easily charge at home) (Bretter, et al., 2025).

Some interviewees felt comparisons would also need to show information about charging infrastructure to have a meaningful impact on range anxiety.

Infrastructure is what really removes charging anxiety. It's not [about knowing that] my car can go long enough; it's [about knowing] that I can drive without planning and charge if I need to (EXT03)

While the VESR resource hub includes an article about charging with links to charging network information, some expert interviewees felt that this information should be incorporated into comparison output – for example, by showing the locations of available charging infrastructure in the user's area, and by accounting for the availability of home charging. This is supported by the literature – for example, a 2022 study found that car owners 'systematically underestimate the capacity of electric driving ranges to meet their daily needs', and that the solution is not only to improve charging infrastructure but also to provide tailored information that responds directly to consumers' concerns (Universite de Geneve, 2022).

VEOS

VEOS is unlikely to have contributed significantly to the outcome of NSW citizens becoming more accepting of EVs, nor was it intended to.

Outcome: NSW consumers purchase lower emissions vehicles

In 2020 battery EVs made up only 0.68% of new car sales in NSW. In Q1 2022, shortly after TCI was launched, this had increased to 3%, with plug-in hybrid EVs at 0.4%. By Q1 2024 BEVs and PHEVs combined represented 12.2% of new car sales in NSW.

The following subsections explore the extent to which TCI's key initiatives are likely to have contributed to the increase in consumers purchasing lower emissions vehicles.

Drive Days

While it is very difficult to measure the extent to which Drive Days resulted in consumers purchasing EVs, there is evidence suggesting this is *likely* to have happened for a proportion of participants (or will in future). Post event surveys found that 74% of those who test drove a vehicle at a public event said they were 'highly likely' or 'somewhat likely' to purchase an EV as their next vehicle, up from 66% before the event (Figure 7).

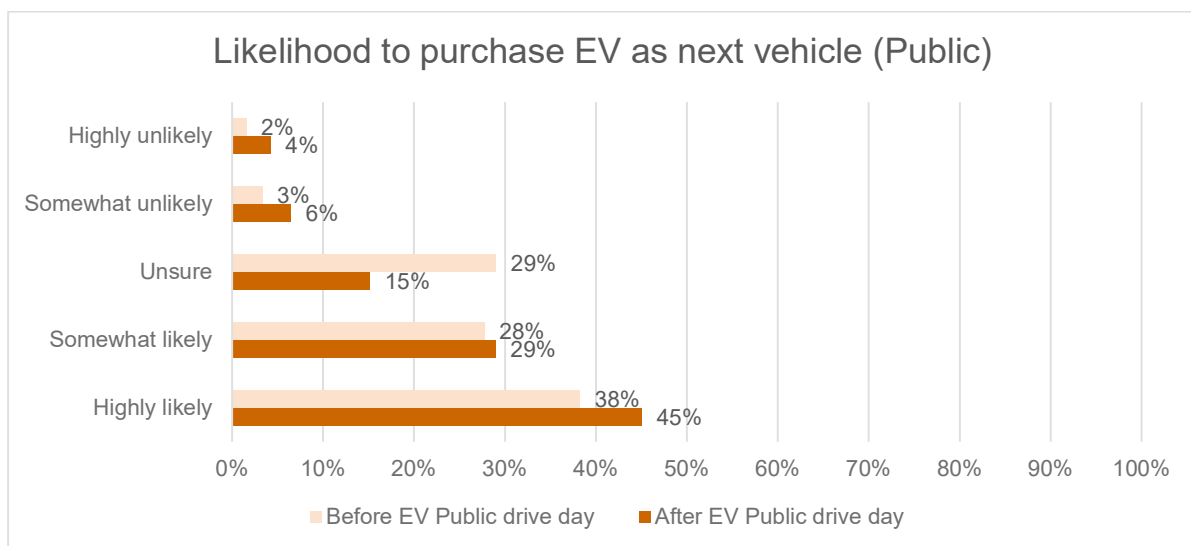


Figure 7. Intent to purchase EV vehicle as next vehicle (n=630 before, 679 after public drive day)

For fleet events it is not possible to make accurate comparisons between pre and post survey responses, partly because survey data is only available for a small number of events, and partly because significantly more participants completed pre-event surveys (138) than post event surveys (29).

While it was not possible for this evaluation to verify the extent to which intentions were converted into EV purchases, the available evidence regarding the effectiveness of providing tangible experience of EVs supports the expectation that at least some participants would have gone on to purchase EVs following their experiences during Drive Days. This expectation was shared by many interviewees, including internal and external stakeholders as well as industry experts.

I've even seen some examples and videos of people saying, 'I bought it because I drove it at the Drive Day' (INT06)

Several interviewees described different categories of Drive Day participants according to their reasons for attending, which can be summarised as follows: some are 'the converted' – they already drive an EV and attend either out of enthusiasm, or because they are considering upgrading or buying an additional EV; some are 'intenders', who are keen to buy an EV for their next vehicle and want to learn more about the options; some are 'on the fence' – they're interested in finding out more but are not committed to buying an EV in future; and a small proportion of 'sceptics' are not considering purchasing an EV at all but are attending for other reasons.

Most interviewees felt it was likely that at least some 'intenders' and 'on the fence' participants went on to purchase EVs that they otherwise might not have as explained by EXT05.

there's a chunk of people there [who are] on the fence, they're not sure if they want to [buy an EV] or not. They're willing to give up a certain amount of their time and a little bit of money in order to try things out, and for some of those people that [Drive Days] experience will be the thing that tips them over into, 'yes, now I'm going to buy the EV, whereas otherwise I would have just done the easy thing and bought a Toyota Camry'. (EXT05)

Some interviewees noted that Drive Days were likely to form part of the broader research consumers do before purchasing a vehicle, and saw them as adding value to that process.

EV Drive Days play just a part of the research that a person will do towards buying a car ... the incentives that government offers and the requirements around reporting from an environmental perspective, et cetera, [are] all drivers for people to think about the transition and how that works. (EXT01)

The most direct evidence of intentions translating to actual purchases came via the observation that participants in Drive Days fleet events had later applied to the Fleet Incentives program. While this data is anecdotal and it is not known whether or to what extent Drive Day participation influenced applications, it is reasonable to assume that participation made some contribution.

when people apply for our [fleet incentives] program and they've been attendees of [Drive] Days, we know it has worked ... We basically can see it, because we talk to them and they [say], 'okay I'll think about it', and then maybe in a month or two we'll see an application come through ... we see a lot of attendees buying cars or applying for our [fleet incentive] program to get cars, so we see that it works (INT03)

Given the evidence from the wider literature about the influence that tangible, direct experience of EVs has on purchasing decisions, combined with the anecdotal and survey evidence from internal and external Drive Days stakeholders and the views of industry experts canvassed, the evaluation finds it is likely that Drive Days contributed to consumers purchasing lower emissions vehicles. Based on the evidence available it is not possible to determine the extent of that contribution; however, the evaluation finds it is likely to be reasonably strong for those who participated in events, particularly those who were in the 'intender' or 'on the fence' categories described previously.

VESR

Several interviewees felt strongly that VESR would have contributed to consumers purchasing EVs. Others felt it was likely to be increasing consumers' interest in EVs at least, which might ultimately support greater uptake. However, multiple interviewees spoke about the challenges in discerning whether engagement with VESR results in uptake, and felt it was not possible to draw inferences about uptake or to separate VESR's influence from external factors.

The available literature does provide some direction about the extent to which star rating schemes generally influence uptake. While there is a gap in research on emissions star rating schemes for EVs, according to Camilleri (2021) there have been extensive studies of the EU energy label. They show that when similar energy star ratings schemes were applied to tech products, consumers tended to choose products with a better star rating (Camilleri, 2021). Consumers are also generally willing to pay more for products with a better star rating (Camilleri, 2021). A review of the Australian energy rating label (which also includes a star rating label) found that the rating had an impact on 54% of consumers' final purchasing decisions, with consumers preferring to purchase products with a better energy rating (Acil Allen Consulting, 2014).

Given the potential for star rating schemes generally to influence purchasing intent combined with the high-quality design and output of VESR (discussed in previous sections), the clear need for accessible information that supports purchasing decisions, and the fact that VESR is targeted towards consumers who are considering vehicle purchases, this evaluation finds it is likely that VESR contributed to consumers purchasing lower emissions vehicles. Based on the evidence available for this evaluation, it is not possible to determine the extent of that contribution.

VEOS

It is unlikely that VEOS contributed meaningfully to the outcome of consumers purchasing lower emissions vehicles, nor was it intended to. Some interviewees noted that it has the potential to spark or reinforce interest in the environmental performance of vehicles by making the link between emissions and private vehicles, which could contribute to decision-making about future car purchases; however, this link would be very indirect and challenging to measure. Doing so is considered out of scope for this evaluation.

Unanticipated or additional outcomes

There were several outcomes that were not reflected in the workstream or program's intended outcomes or the Drive Electric program logic. While these are not necessarily unintended or unanticipated, they are considered additional for the purposes of this evaluation as they were not specified in the program logic or the KEQs. These outcomes are described below.

2.3.1.3. Strengthening and complementing other NZT workstreams and initiatives

Taken together, the TCI initiatives are likely to have complemented and strengthened outcomes under other NZT workstreams. For example, team members described how they had shown the VESR comparison tool and online resources to participants during Drive Days and other events, to address misperceptions or provide further information about aspects such as charging or fire safety. This is likely to have had the dual benefit of raising awareness about VESR and enhancing the effectiveness of Drive Day engagements. Additionally, the VESR marketing campaign has provided opportunities to learn about

and respond to changing consumer sentiment regarding EVs by monitoring social media comments and website feedback, creating a positive feedback loop into the wider Drive Electric program's activities.

there's been a lot of communication through the marketing campaign that surprised me ... There was just this general blanket idea that EVs were risky because they catch fire, and the reality is that they don't – in fact, they catch fire far less than standard petrol vehicles. So we've written an article and published that on VESR, the EV fire safe article that debunks this myth ... [during] six weeks over February and March we addressed 600 comments that came through on the social media posts individually, in a lot of cases saying 'no, this belief that you have is not correct' and pointing people to factual information. That was not something that I was expecting to do through VESR (INT02)

The literature also suggests the experience of test driving a vehicle at a Drive Day event has the potential to make any future engagement with VESR more meaningful, and perhaps even to increase willingness to participate in VEOS. A study conducted in Ireland surveyed consumer sentiment before and after an informational test drive day event held by researchers in partnership with the Electricity Supply Board; it found that after consumers had test driven an EV, they had an increased understanding of, and placed greater importance on, the environmental benefits of EVs (Aravena & Denny, 2021). Applying this finding to the TCI context, it may be reasonable to expect that after test driving an EV a Drive Days participant may be more interested in the emissions comparisons displayed by VESR; it could also support greater VEOS uptake if increased interest in environmental performance could be converted into a desire to offset, for those who were not yet ready or able to purchase an EV.

2.3.1.4. Strengthening relationships

For the workstream in general, the intra- and inter-governmental collaboration required to produce VESR and VEOS and to promote and deliver Drive Days (see section 2.2.3) has resulted in new or stronger relationships within and across departments, and between NSW and other jurisdictions (state and federal). While this contributed to relational efficiency it can also be seen as an outcome in and of itself, both for TCI and for intra- and inter-governmental relations more broadly.

Drive Days have also led to stronger relationships between the NZT team and industry stakeholders including car manufacturers and infrastructure and service providers, who have engaged with the team as delivery partners or in order to showcase their products and services (SMW).

2.3.1.5. Supporting external activities

The TCI team engaged with many other organisations through its Drive Days, including inviting them to hold stalls. This has led to other organisations – mostly local governments – contacting the TCI team to seek advice for running their own EV events. This may ultimately extend the reach and influence of the Drive Days initiative.

2.3.1.6. Supporting outcomes beyond NSW

TCI is likely to have contributed to outcomes beyond the NSW EV Strategy and outside of NSW's borders, primarily through VESR. The NSW Department of Customer Service granted a branding exemption so that the VESR website can be a national resource, relevant to drivers across the country (DOC10). The interjurisdictional forum and the ongoing partnership with the Commonwealth Government's Green Vehicle Guide are further examples of where VESR is adding value to the efforts of other jurisdictions to increase EV uptake.

2.3.2. Reach



TCI was rated as 'meets expectations' for reach.

The rating reflects that:

- While reach is a critical challenge for government programs generally and when operating in an early-market context, the TCI team employed various strategies to good effect to maximise reach.
- The Drive Days team reached a range of cohorts by holding events in both metropolitan and regional areas around NSW; leveraging partnerships with other departments, delivery partners, industry stakeholders, and others to promote events; and, by adapting the model to target fleet managers, government employees, and others. The high value of engagement opportunities presented by Drive Days makes it likely that many participants would have discussed their experiences with their wider networks, extending reach beyond participants themselves.
- The marketing campaign for VESR has increased its reach, and the team is in advanced negotiations for third party integration, which can be expected to dramatically increase reach and influence. VESR also extends beyond NSW as a national resource, and has used the interjurisdictional forum and other channels to drive promotion and engagement in other states and territories.
- VEOS has a relatively low uptake compared to the number of people who own vehicles in NSW, and has had no marketing or communications campaign since it was launched; however, the fact that it is embedded into the registration process via Service NSW means there is significant potential for its reach to grow in future, should the team secure funding and approval for a marketing campaign.

The subsections below summarise the evidence relating to reach for the overall TCI workstream and for each key initiative.

There were no reach or engagement targets set at the outset of TCI, which makes it more difficult to assess whether reach has met expectations. The evaluation has therefore made a judgement based on the expectations outlined by internal and external stakeholders and industry experts interviewed for this evaluation, supported by the wider literature where applicable.

Overall

Interviewees largely saw reach as a critical challenge for TCI, and one that had not been fully addressed. Some of the factors that were seen to have constrained TCI's reach to date were common across government programs generally, such as limitations on what governments can and cannot say, and the need to apply comprehensive approval processes which can affect the speed of decision making and project processes.

There was also a view that EV messaging is generally 'preaching to the converted', and that it has been difficult for TCI to engage beyond those who are already interested in EVs. While acknowledging that this may be unavoidable in an early-stage market, several interviewees saw expanding TCI's reach to those who are not already on board as a key objective for the future.

Responding to the above challenges, the TCI team has effectively leveraged a wide range of existing and new relationships with internal and external partners and stakeholders to increase the reach of its services and products. It has sought to embed VEOS and VESR into third party sites and platforms and has used mechanisms such as the interjurisdictional forum to open further channels for communication and promotion of TCI initiatives.

The subsections below present evidence relating to reach for each of the three key initiatives.

Drive Days

For the events that were in scope for this evaluation, 3,483 people participated in 5,952 drives over 10 events across 21 days (fleet & public) (DOC58). Total participation was most likely significantly greater but only drives and drivers were recorded, so those who attended but did not register for a test drive are not included in the participation figures.

Events were delivered in both regional and metropolitan locations to maximise reach. Figure 8 below shows the distribution of events across NSW.



Figure 8. Test drive locations

The TCI team and its delivery partners employed a range of measures to maximise reach, including internal promotion to government employees and networks, promotion via partner organisations and stakeholders, and holding targeted events for those involved with fleets.

Interviewees observed that demographics varied between different types of events: public events were seen to attract more older people and families, whereas fleet days were attended by those working in fleet or fleet-related roles. Demographics also varied by location: public events in metropolitan locations were seen as more likely to attract those already interested in EVs, whereas in regional areas people often came 'for a day out', even if they had not previously been interested in EVs.

in regional areas, country areas, people would come for a day out. There were grandmas with their kids there saying, 'we just came for a day out'. And then you could talk them into having a drive, which they didn't even [intend]. So it definitely increased interest in regional areas ... there was more enthusiasm and excitement in the further areas, and a wider variety of generations (INT04)

Fleet days were also seen as more likely to engage those less interested in, or more sceptical about, EVs. For these days, people in fleet or vehicle related roles with delivery partner organisations were encouraged to attend as part of their workday, meaning people attended who otherwise might not have voluntarily attended a public event.

I saw those reactions quite a bit with staff that [were] brought along. We basically said, 'this is happening in your area, it's on a workday', and we'd move through a whole depot. And there would be a mix of people that know about EVs and have driven them and people that [would say], 'EVs – I'll never bother'; but then they get in and have a good time experiencing [them]. And that's the real challenge, is to get people who are sceptical to give it a go ... there was some really valuable reactions from that segment, [whereas] I can't say I saw general public [at other events] coming along and being like, 'I'm not really interested in EVs but I want to have a try' (EXT03)

Despite the observed differences between different locations and types of Drive Days, most participants in public events had never driven an EV before (Figure 9), indicating that they were not simply engaging the same group of participants or only reaching EV enthusiasts.

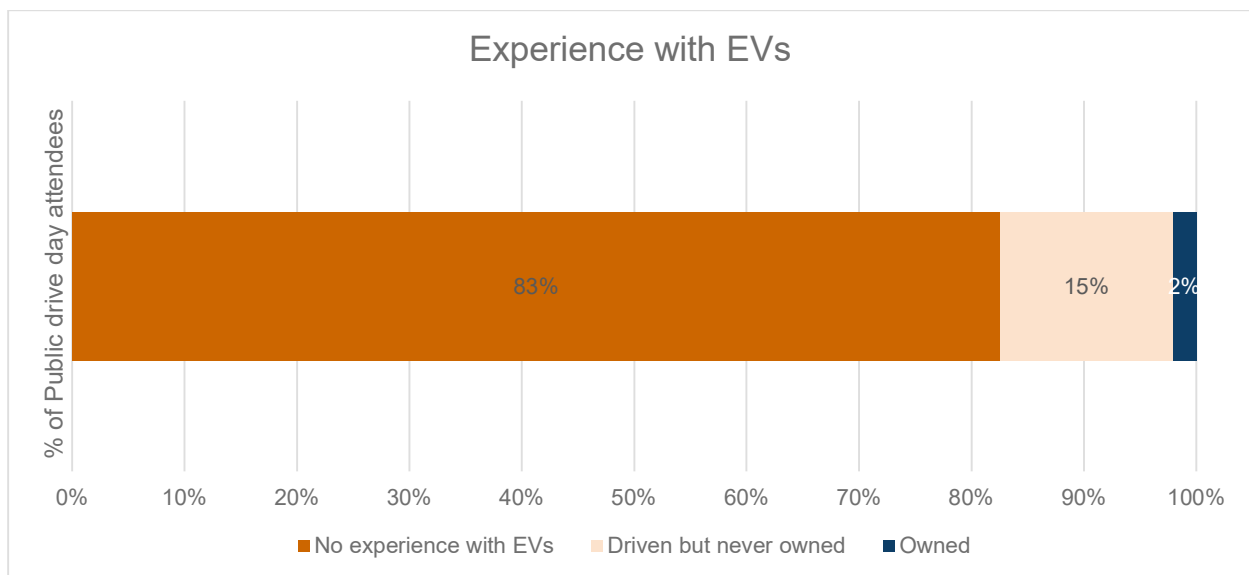


Figure 9. Survey responses to public drive day attendee experience with EVs (n=780)

While the number of people who attended a Drive Day and test drove a vehicle was relatively small compared to the overall population of NSW drivers, the reach is likely to have extended beyond those who directly participated in that they may have spoken with their own networks about their experiences. This type of engagement would likely be of a lower value than direct experience through participation, however there is a body of evidence demonstrating the power of family, friends, and peers to influence people's purchasing decisions (Generation 180, 2023; AutoList, 2020; Thulin & Rakhimov, 2019 ; Yale School of the Environment, 2020). This is particularly relevant given the prevalence of misinformation and myths about EVs. It is therefore likely that the influence of Drive Days extended somewhat beyond direct participants.

VESR

Prior to the launch of the marketing campaign in January 2025, VESR was averaging less than 200 active users per day. At the peak of the first marketing burst that grew to almost 1,000 users per day, with about 26,000 active users over the duration of the burst. This resulted in increased engagement with posts, link clicks, post shares, video plays, and post comments, demonstrating that when people are made aware of VESR many do engage with it.

Since the design phase, the ultimate objective has been for VESR to be integrated into third-party car sales platforms. The TCI team is currently in the final stages of negotiations with several leading platforms and there is a very high likelihood that third-party integration will occur. This will put VESR in front of large numbers of people around the country who are in the process of researching vehicles and making purchasing decisions.

[the] marketing campaign [has] certainly showed that when you put VESR in front of people there's interest – they'll go in and have a look and explore; so the most important [thing] that we're working on [is] integrating VESR such that it forms part of car sale spaces ... [we're talking to] the three [biggest] players in the car space market, reputable places. We know that VESR has to present itself similar to ANCAP – it has to be there when you are interested in looking at a car (INT01)

Given the demonstrated high quality of the VESR platform and considering the positive results achieved through the marketing campaign, it is very likely that third party integration will dramatically increase VESR's reach and influence. This view was supported by industry experts interviewed for this evaluation, as well as by internal and external stakeholders.

Notably, VESR's reach extends beyond NSW as it is a national platform.

VEOS

VEOS has met the team's expectations in terms of reach in that it is embedded into the Service NSW registration process and theoretically reaches all NSW light vehicle owners at the point of registration (providing their browsers do not block the pop-up).

There were lots of twists and turns in getting [VEOS] developed and consideration of, should we have a third-party website that we encourage people to go to? But the ultimate thing here was that embedding it in the [registration] process that everybody sees – that's gold. You could spend millions on advertising and you [still] wouldn't get a million plus people going through their

registration process [and] seeing it. The effort and time it took to get it in there and embedded was worth it (INT06)

However, to date it is generally expected that most people do not pay attention to or engage with VEOS during the registration process. Only 0.22% of eligible customers clicked on the VEOS link; notably though, of those who did, half (0.11% of eligible customers) went on to purchase offsets (DOC30, DOC31).

The reason most interviewees gave for why VEOS' significant potential for reach and influence has largely gone unrealised is that there has not been any targeted marketing or awareness campaigns about VEOS to date.

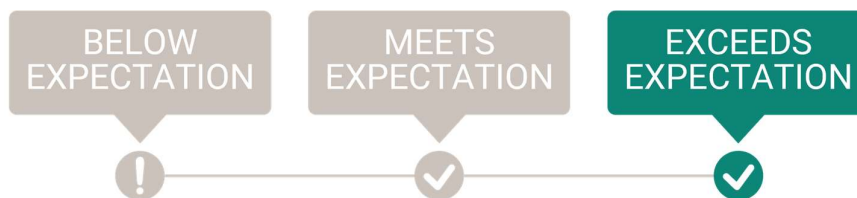
with VEOS we've done no promotion apart from a few newsletter stories. It's been extraordinarily limited, with the only benefit being that it appears in people's registration transaction. Everyone is seeing it; whether they click on [the link] and move into it is another matter. (INT06)

Given the general level of distrust and uncertainty surrounding offsets and the lack of any targeted communications, several interviewees felt the uptake that had been achieved was reasonably impressive. They noted that VEOS is entirely voluntary, and that more than 10,000 people had chosen to pay extra to purchase offsets at a time when they were already paying to register their vehicles, and during a cost-of-living crisis.

While team members have advocated for a marketing campaign and hope to run one when the TCI budget is approved, to date there has been no confirmation that this will happen. In the meantime, the team aims to at least maintain current levels of uptake.

Interviewees also noted that while uptake was low, it was comparable with or much better than for other voluntary offsetting schemes. The evaluation was not able to verify the accuracy of this claim.

2.3.3. Sustainability



TCI was rated as 'exceeds expectations' for sustainability

This reflects that the key initiatives of TCI continue to be delivered and used almost a year after the program's official end date, with strong indications that this will continue.

However, the lack of an approved budget for current and future delivery poses a threat to sustainability.

The 'sustainability' criterion looks at whether TCI's initiatives and outcomes are likely to endure beyond the end of the program, and to catalyse further impact in future. The fact that VESR, VEOS, and Drive Days are still being delivered and used almost a year after the program's official end date, with strong indications that this will continue – particularly for VESR and VEOS – demonstrates sustainability. In particular:

- The VESR website is live and in use, and the team is currently negotiating with major car sales platforms about integrating VESR into their sites. If successful, this will dramatically increase VESR's reach and potential influence and ensure its sustainability into the future.
- VEOS is fully embedded into Service NSW's online registration system. Underpinned by a strong working relationship with Service NSW and the low operating costs associated with maintaining VEOS and purchasing offsets, and assuming that there are no substantial changes to the NSW Government's policy regarding offsets, it is reasonable to assume that VEOS will endure into the future. The extent of its impact and influence, however, will likely depend on whether target marketing and awareness campaigns are conducted, and external factors such as the extent of public support for offsets.
- While Drive Days are a more expensive method of engagement, the available evidence indicates that there continues to be a need for this type of high-value engagement. Interviews revealed that there are questions about the future role for government in this space, particularly in the metropolitan context as other providers increasingly deliver their own days; however, they also demonstrated that there is strong interest both internally and externally in the NZT continuing to provide some form of Drive Day events into the future. The strength and breadth of partnerships established to date supports the ongoing viability of the current co-funding model.
- The complementarity between the various workstreams of the Drive Electric program further supports the need for, and value of, continuing to provide transport consumer information to support the electric vehicle transition.

However, while the high rating reflects the TCI team's excellent work in developing viable, embedded structures and approaches for the key initiatives, the evaluation notes that for these initiatives to continue there must be a budget allocated for ongoing delivery. While this is outside of the NZT team's control and is therefore not reflected in the sustainability rating, it will be critical for the enduring impact of the TCI initiatives.

2.4. EQUITY



TCI was rated as 'meets expectations' for equity.

The equity criterion looks at whether the program's benefits are distributed fairly. For TCI it focused mainly on the extent to which initiatives reached and benefited metropolitan, regional, and rural consumers, and the extent to which accessibility was considered and accommodated.

The rating reflects that:

- Drive Days events were delivered in both metropolitan and regional locations throughout NSW, and some effort was made to ensure venues were accessible for people with a disability. Events were free to attend and included vehicles from a range of price categories.
- Accessibility was a key consideration in VESR's design, reflected in the design awards it received. The VESR marketing campaign was designed to exceed the 26% minimum regional media requirement and meet the Aboriginal and CALD Policy of 7.5% minimum spend and included advertisements in CALD digital press and Koori Mail, as well as in regional digital newspapers. The VESR platform is also relevant for second hand car sales, increasing the potential for lower income groups to participate in the EV transition.
- The Service NSW registration process includes an option to access a phone interpreter if needed, increasing the likelihood that those with languages other than English could learn about and participate in VEOS.
- Interviewees acknowledged that there is room to improve across the initiatives, highlighting a need to consider providing information in languages other than English and to consider disability inclusion in relation to the vehicles available for test driving.

3. CONCLUSION

The evaluation finds that the TCI workstream provided good value for money overall.

The program team has provided good stewardship of public resources by following rigorous, fit-for-purpose approaches to governing expenditure, and using well-considered procurement approaches to maximise economy. TCI was also delivered efficiently, delivering high quality outputs across all its initiatives; consistently adapting and improving the design and delivery of initiatives in response to lessons and contextual changes; engaging broadly and deeply to effectively with a wide range of government and external stakeholders; and proactively and effectively leveraging partnerships and collaborative mechanisms to add value to TCI's services and outputs. While the evaluation has identified some opportunities to further increase economy and efficiency, these largely represent 'tweaks' rather than significant modifications.

It has been more challenging to assess TCI's effectiveness, largely because of the inherent difficulty in determining how information provision to a large and diffuse audience influences consumer purchasing decisions. Nonetheless, by examining the available evidence from within and beyond TCI the evaluation finds that:

- TCI has made a minor but direct contribution to the high-level goal of achieving net zero emissions, via the accredited offsets purchased through VEOS.
- VESR and Drive Days events are likely to have made indirect contributions to the goal of net zero emissions, however, many other policy responses across all levels of government, along with broad ranging macro and micro socio-cultural and economic shifts, are influencing progress towards net zero emissions, and will continue to do so.
- TCI is likely to have made some contribution to driving EV uptake among those who have engaged with VESR and Drive Days events. However, there are numerous external factors influencing EV uptake, including economic pressures, technological advancements, infrastructure distribution, geopolitical developments, and the increasing maturation of the EV market in Australia and globally.

TCI's influence was primarily limited by its reach. The team has sought to counter this by developing strategies to maximise engagement with different stakeholder cohorts, leveraging relationships and partnerships, delivering events across a wide spread of metropolitan and regional locations, and pursuing third party integration for VESR. Once established, third party integration into the major car sales platforms is expected to significantly increase VESR's reach across NSW and nationally.

TCI was also considered to have met expectations for equity. Events were delivered in disability-accessible metropolitan and regional locations across NSW and were free to attend, with vehicles from a range of price categories; accessibility was a key consideration in, and feature of, VESR's design, and the marketing campaign exceeded minimum spend targets for Aboriginal and culturally and linguistically diverse groups; the VESR and VEOS platforms are both relevant for second hand as well as new vehicles; and, there is potential for consumers with limited English to learn about VEOS due to the availability of phone interpreters during the registration process. However, there is room to improve equity provisions and outcomes across the initiatives, including by providing information in languages other than English beyond VEOS and to consider disability inclusion in relation to the vehicles available for test driving.

TCI's key initiatives are public services that are likely to endure well beyond the program period. The evaluation recommends several measures to continue to enhance their relevance and effectiveness into the future, and to inform future programs and initiatives in this space.

4. RECOMMENDATIONS

Overall

The recommendations for the overall TCI workstream primarily respond to the need to update the evidence base that underpins TCI and its key initiatives, to guide ongoing service delivery and inform future decision making. This is particularly important given that the electric vehicle market is dynamic and rapidly evolving, and that information needs and priorities will continue to change as the market develops. Interviewees for this evaluation emphasised the need to better understand the current drivers of, and barriers to, EV uptake for target populations, and the wider literature indicates the critical importance of providing tailored, relevant information about EVs, and a pressing need to combat misinformation, misperceptions, and myths. Some interviewees also raised the potential to identify priority cohorts and target communications and initiatives to them (noting that examples of this already exist within TCI, such as developing fleet-only Drive Day events).

The evaluation also found that there is room to improve how the initiatives consider and facilitate equity, particularly in terms of the ability of different groups to access information and participate fully in events.

The evaluation recommends that:

1. The NZT team seeks to update its evidence and understanding of current consumer sentiment towards EVs in NSW, including the key concerns, interests, and trends that are influencing purchasing decisions in the current market and how these are expected to evolve between now and 2030. This could include:
 - a. Conducting an in-depth review of recent studies and expert analyses – for example, by conducting a desktop review and convening an expert roundtable or forum
 - b. Exploring the experiences and views of different consumer cohorts, including those who already own EVs to understand what motivated them and how their experience has been to date; those who have recently purchased ICE or non-electric vehicles, to understand what influenced their purchasing decisions; and those who are in the market for a new vehicle, to understand the extent to which they are or are not considering EVs and what is influencing their decision making
 - c. Conducting audience segmentation to identify priority cohorts and their information needs, such as those who may be interested in EVs but require targeted information to address particular concerns – for example, residents of strata properties; those who have ideal conditions for EV ownership, such as those who have access to charger-ready off-street parking and own solar PV systems; and those who would consider replacing a second car with an EV as a ‘low risk’ way to enter the market
2. The NZT team continues to tailor its communications and information resources in response to changing needs and priorities, informed by the analyses described in the previous recommendation. This will help to ensure TCI initiatives can continue to address the most prevalent and influential concerns, respond to opportunities, and combat persistent myths and misinformation, and would build on the experience from the recent VESR marketing campaign.
3. The team explores and pursues opportunities to improve equity outcomes across the initiatives, including by providing information in languages other than English and considering disability inclusion in relation to the vehicles available for test driving.

Further recommendations relate to the challenge of evaluating progress towards outcomes for TCI due to the lack of predefined targets and/or metrics for success. Given that some or all of the key initiatives from TCI are likely to continue as ongoing services, the evaluation recommends that:

4. The NZT team sets targets for reach and engagement for VESR, VEOS, and any future Drive Days events.
5. Any future initiatives or programs set targets during the design and development phase wherever feasible and appropriate, to support meaningful measurement and evaluation.

Drive Days

Understanding that Drive Days events may continue to be delivered into the future, the evaluation surfaced a number of suggestions for how to enhance data collection and delivery, as well as opportunities to maximise economy through the procurement process, increase reach, and plan for the future.

Enhancing data collection

The Drive Days events held to date recorded the number of people who test drove a vehicle, but not the number of overall attendees. This means it has not been possible to determine the full reach or likely impact of Drive Days for target populations. The evaluation recommends that:

6. The NZT team works with providers to ensure that any future events capture complete participation data, including all attendees as well as those who registered to test drive a vehicle.

Drive Day participant surveys were a key line of evidence for this evaluation, providing an opportunity to understand how Drive Days influenced participants' attitudes towards EVs and related factors. However, the value of this dataset was limited by the fact that surveys were only administered to those who registered to test drive a vehicle; and, that surveys were only conducted before and immediately after the events. To maximise the value of this dataset for any future Drive Days events or related initiatives, the evaluation recommends that:

7. Future events survey attendees who attended but did not register to test drive a vehicle, as well as those who did.
8. The event provider conducts ex-post surveys at specific intervals following the events to explore questions such as:
 - a. Whether participants have since purchased an EV
 - b. To what extent their experience of Drive Days influenced their decision making to purchase/not purchase an EV
 - c. Any additional information or support that might have helped to inform their decision making
 - d. Whether they have spoken to friends, family, or others about their experiences at Drive Days events
 - e. Anything else that changed for them as a result of their participation in Drive Days.
9. The NZT team develops a process to identify when a Drive Days participant subsequently applies to the Fleet Incentives program, and to determine whether their Drive Days participation influenced their decision to apply.

Enhancing delivery

Interviewees suggested a range of modifications or options to enhance the value of the test drive or Drive Days experience for participants and increase or diversify their reach and appeal. These suggestions have been triangulated against the wider literature and evaluation findings, resulting in recommendations that:

10. The NZT team explore options to enhance or update how Drive Days are delivered to ensure they continue to meet participants' needs as the market matures. Suggestions include:
 - a. Providing options for longer test drives so participants have more time to experience the vehicles, which the evidence suggests is valuable
 - b. Seeking to provide controlled circuits rather than public roads for test drives wherever possible, so participants have the opportunity to drive at higher speeds than is often possible on the public streets surrounding venues
 - c. Expanding the range of vehicle types available for testing and demonstration, including ensuring that utility vehicles and four-wheel drives are available at every event, and demonstrating other technology or equipment such as agricultural equipment and home batteries. This is expected to be particularly valuable in rural and regional areas.
 - d. Providing targeted information sessions at events, such as 'EV charging 101', 'EVs and strata buildings', 'choosing the best electricity tariffs', and so on
 - e. Aligning venues or test drive routes with public charging locations where possible, so participants can see the available options as they drive.
11. The NZT team explore strategies for attracting more people and a more diverse demographic to events – for example, by:
 - a. Providing incentives such as free coffee
 - b. Tailoring marketing strategies to reach specific target audiences from a range of age groups, life stages, and backgrounds
12. The NZT team explore options to further tailor the fleet event model to cater to different levels of knowledge and experience, acknowledging that fleet managers' information needs can vary significantly depending on whether they have previously worked with EVs or not. This could include providing different streams for 'entry level' and 'intermediate' attendees, for example, or supporting other fleet stakeholders or organisations to deliver events.

Planning for the future

The evaluation findings suggest that there is still a role for drive day-type events and that the NSW government is well placed to continue co-delivering them at this point, but that they should become less needed as uptake continues to grow and the market continues to mature. This can be expected to happen sooner in metropolitan areas than rural or regional areas. The evaluation recommends that before deciding whether to continue delivering Drive Days into the future, the NZT team:

13. Investigate the business case for DCCEEW continuing to deliver Drive Days events across all types and locations, and develop an 'exit strategy' that clarifies:
 - a. The indicators that would suggest DCCEEW no longer needs to deliver Drive Days
 - b. The most valuable role DCCEEW can play going forward, including any complementary roles the NZT team could play to ensure gaps are met. Suggestions from interviewees included:
 - i. Focusing on rural and regional areas

- ii. Supporting other organisations to run Drive Days rather than co-delivering, especially in urban areas
- iii. If continuing to deliver urban events – tailoring them to particular scenarios and challenges, for example targeting high density areas and providing information about how to get strata managers/committees on board, or how to charge when you don't have off-street parking.

VESR

Most of the recommendations relating to VESR focus on possible enhancements to the platform to ensure it continues to meet the needs of consumers and fulfills its potential to influence purchasing decisions. Interviewees and the wider evidence highlighted the importance of providing accurate, tailored, accessible information about factors including costs and environmental performance to counter misinformation, address persistent myths and misperceptions, and enable meaningful comparison between EVs and other vehicles. They also emphasised the importance consumers place on charging infrastructure when considering EVs.

Industry experts and internal and external stakeholders suggested several options for enhancing VESR's ability to meet these needs, which have informed the recommendations that the NZT team:

- 14. Consider increasing VESR's ability to provide tailored information about comparative costs and environmental performance, for example by enabling users to input more detailed information about their charging situation, such as access to a home charging point, as well as information about their electricity tariff and presence of any solar panels or other renewable energy technology.
- 15. Consider providing information about the availability of public or commercial charging infrastructure at the point of comparison, tailored to the user's location – for example, by linking to or integrating with external apps or websites providing this type of information. This recommendation notes that the VESR Resource page already provides general information about charging.
- 16. Build on the experience through the recent VESR marketing campaign to continue providing targeted information via the VESR Resource page, informed by and responding to consumer feedback and changes in the external context.

The evaluation also found that it is difficult to determine VESR's contribution to outcomes such as consumers purchasing lower emissions vehicles. To deepen the evidence base and inform future program and policy decisions, the evaluation recommends that the NZT team:

- 17. Consider commissioning a study to determine the extent to which using VESR's comparison tool and engaging with the website influences purchasing decisions. Such a study would likely require academic involvement to ensure a rigorous and appropriate design and methodology.

VEOS

The evaluation found that VEOS's uptake to date has likely been significantly hampered by the lack of any awareness raising or marketing campaign about the platform. While VEOS's potential reach and influence is significant given it is embedded into the NSW registration process, most customers to date have not engaged with or used VEOS. Should DCCEE wish to increase engagement with VEOS in future, the evaluation recommends that it:

18. Deliver a targeted marketing campaign to publicise VEOS, raising awareness that it exists, how it works, that it is trustworthy, and its role in reducing emissions.
19. Seek to obtain more detailed data about VEOS users from Service NSW, including demographic data, to enable analysis of who is using the scheme, what types of vehicles they are offsetting, and how much different cohorts typically spend. This type of information can then inform marketing and communication strategies in the future and may identify opportunities to modify or enhance the VEOS platform.

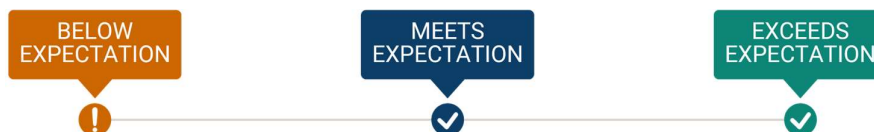
The evaluation also found that VEOS is unlikely to have made a significant contribution to increasing consumers' understanding of relative vehicle environmental performance. While this has not been the focus of VEOS to date, there may be opportunities for VEOS to contribute to this outcome through platform enhancements. Should the NZT team seek to pursue such opportunities, the evaluation recommends that it:

20. Consider building in the ability for the VEOS platform to suggest a specific financial contribution amount based on the type and age of the vehicle being registered, to reflect and educate about relative environmental performance. Interviewees suggested that this should be achievable via integration with the data underpinning VESR.

APPENDIX A- RUBRICS

Criteria: ECONOMY

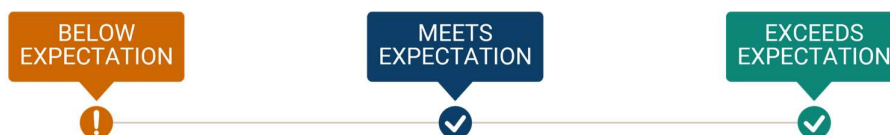
Extent to which TCI was a good steward of resources by following good practices for operational costs.



Sub criteria	Below expectation	Meets expectation	Exceeds expectation
NA	<ul style="list-style-type: none"> Set up and operational costs consistently exceeded budgeted proportions for at least one key initiative, without reasonable justification The program team did not follow sound practices for operational costs (including procurement) 	<ul style="list-style-type: none"> The program team applied NSW Government policies for operational budget management (including procurement) and met independent audit reviews to ensure appropriate governance and accountability Spend on set up, procurement, and operational costs was within allocated budget across all three key initiatives – or any overspend was well justified 	<ul style="list-style-type: none"> TCI supported good value through exemplary practices and by ensuring strong and effective governance of expenditure, including proactive procurement processes Spend on TCI's set up, procurement and operational costs was within allocated budget across all three key initiatives – or any overspend was well justified

Criteria: EFFICIENCY

How efficiently the program was delivered.



Sub criteria	Below expectation	Meets expectation	Exceeds expectation
Technical efficiency (maximising output)	<ul style="list-style-type: none"> TCI has not delivered key milestones/outputs to a reasonable quality and quantity for at least 	<ul style="list-style-type: none"> TCI has delivered key milestones/outputs to a reasonable quality and quantity across all key 	<ul style="list-style-type: none"> TCI has delivered key milestones to a high quality and in sufficient

Sub criteria	Below expectation	Meets expectation	Exceeds expectation
	one key initiative, without valid justification	initiatives – or any unmet milestones were well justified	quantity across all three key initiatives
Dynamic efficiency (adapting and improving)	<ul style="list-style-type: none"> There are limited or no examples of TCI enhancing program performance through learning and adapting to external changes 	<ul style="list-style-type: none"> TCI can demonstrate some examples of enhanced performance and better results through learning and adapting to external changes and internal challenges 	<ul style="list-style-type: none"> TCI can demonstrate it has significantly enhanced performance and/or achieved better results through learning and adapting to external changes and internal challenges
Relational efficiency (collaborating and partnering)	<ul style="list-style-type: none"> There are limited or no examples of TCI enhancing performance through collaboration or partnerships 	<ul style="list-style-type: none"> TCI can demonstrate some examples of enhanced performance and better results through developing and facilitating strong internal and external relationships 	<ul style="list-style-type: none"> TCI can demonstrate it has significantly enhanced performance and achieved better results through developing and facilitating strong internal and external relationships

Criteria: EFFECTIVENESS

How well / to what extent the program's work contributed to the achievement of outcomes.



Sub criteria	Below expectation	Meets expectation	Exceeds expectation
Outcomes	<ul style="list-style-type: none"> TCI can demonstrate no or limited progress towards intended outcomes, or is unlikely to meet them 	<ul style="list-style-type: none"> There is evidence to suggest that TCI has met or made some contribution towards most or all its intended outcomes, or is likely to in future 	<ul style="list-style-type: none"> TCI has exceeded, or made a significant contribution towards, all its intended outcomes, or is likely to in future
Reach	<ul style="list-style-type: none"> The scale of TCI's reach and influence does not meet expectations from initial funding/ targets/ business case, or is not sufficient to meaningfully achieve or 	<ul style="list-style-type: none"> The scale of TCI's reach and influence meets expectations from initial funding/ targets/ business case, or is sufficient to meaningfully achieve or 	<ul style="list-style-type: none"> The scale of TCI's reach and influence exceeds expectations from initial funding/ targets/ business case, or is sufficient to exceed intended outcomes

Sub criteria	Below expectation	Meets expectation	Exceeds expectation
	contribute towards outcomes	contribute towards outcomes	
Sustainability	<ul style="list-style-type: none"> It is unlikely that TCI's outputs and outcomes will be sustained beyond the end of the program 	<ul style="list-style-type: none"> TCI's outputs and outcomes are likely to be sustained beyond the end of the program 	<ul style="list-style-type: none"> TCI's outputs and outcomes are likely to be sustained and catalyse/create further impact beyond the end of the program

Criteria: EQUITY

Degree to which the program's benefits are distributed fairly.



Sub criteria	Below expectation	Meets expectation	Exceeds expectation
NA	<ul style="list-style-type: none"> TCI's design and implementation included little consideration of, or provisions for, equitably reaching relevant cohorts Little effort was made to ensure reach and benefits were spread across metropolitan and regional cohorts <p>AND/OR</p> <ul style="list-style-type: none"> There is evidence to suggest that TCI exacerbated existing disadvantage 	<ul style="list-style-type: none"> Reaching different cohorts was consistently considered in TCI's design and implementation Consistent effort was made to ensure reach and benefits were spread across metropolitan and regional cohorts 	<ul style="list-style-type: none"> All conditions for 'Meets expectations' met, and Evidence suggests that TCI's activities likely benefited all relevant cohorts in an equitable fashion, including hard-to-reach and disadvantaged cohorts

APPENDIX B – DOCUMENT REGISTER

No	Document
1	TCI Mid-Term Evaluation
2	VESR - Academic paper on the benefits of vehicle emission star ratings
3	VESR design
4	VESR enhancements
5	VESR Official media release
6	Green Vehicle Guide agreement
7	VESR site traffic
8	VESR - Good Design Award (Pollen)
9	VESR - Sydney Design Awards 2024 (Focus Group)
10	TCI reporting
11	TCI risk management
12	VEOS agreement with broker
13	VEOS service agreement with Service NSW
14	VEOS First offset certificate
15	VEOS Second offset certificate
17	VEOS site traffic
18	VESR EV fire safety article
19	VESR third party engagements
20	VESR marketing awareness campaign

APPENDIX C - BIBLIOGRAPHY

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APPENDIX D – LITERATURE REVIEW GUIDING QUESTIONS

Key question:

What is the likely contribution of the Transport Consumer Information initiatives to increasing the uptake of electric vehicles and reducing transport-related emissions?

Sub-questions:

- What evidence is there to support the need for a Vehicle Emissions Star Rating scheme?
- What evidence is there to support the need for EV Drive Days?
 - Does driving an EV make a big difference to purchasing decisions? Why is it important to experience EVs ‘in real life’?
 - What is the importance of being able to access independent advice?
- What evidence is there to support the need for a Vehicle Emissions Offset Scheme?
 - To what extent do consumers trust offset schemes? (To what extent) is that affected by government involvement/endorsement?
 - What considerations should inform how VEOS is delivered into the future?
 - Are there other similar initiatives elsewhere (Australia or international) being delivered by governments – if so, are there any notable differences in delivery and uptake?
- What external factors are likely to have contributed to or influenced EV uptake and emissions reductions in NSW?
 - Consumer sentiment – what are the main needs at present in terms of consumer education and information (to the extent that this is known)

APPENDIX E – DRIVE ELECTRIC PROGRAM LOGIC

